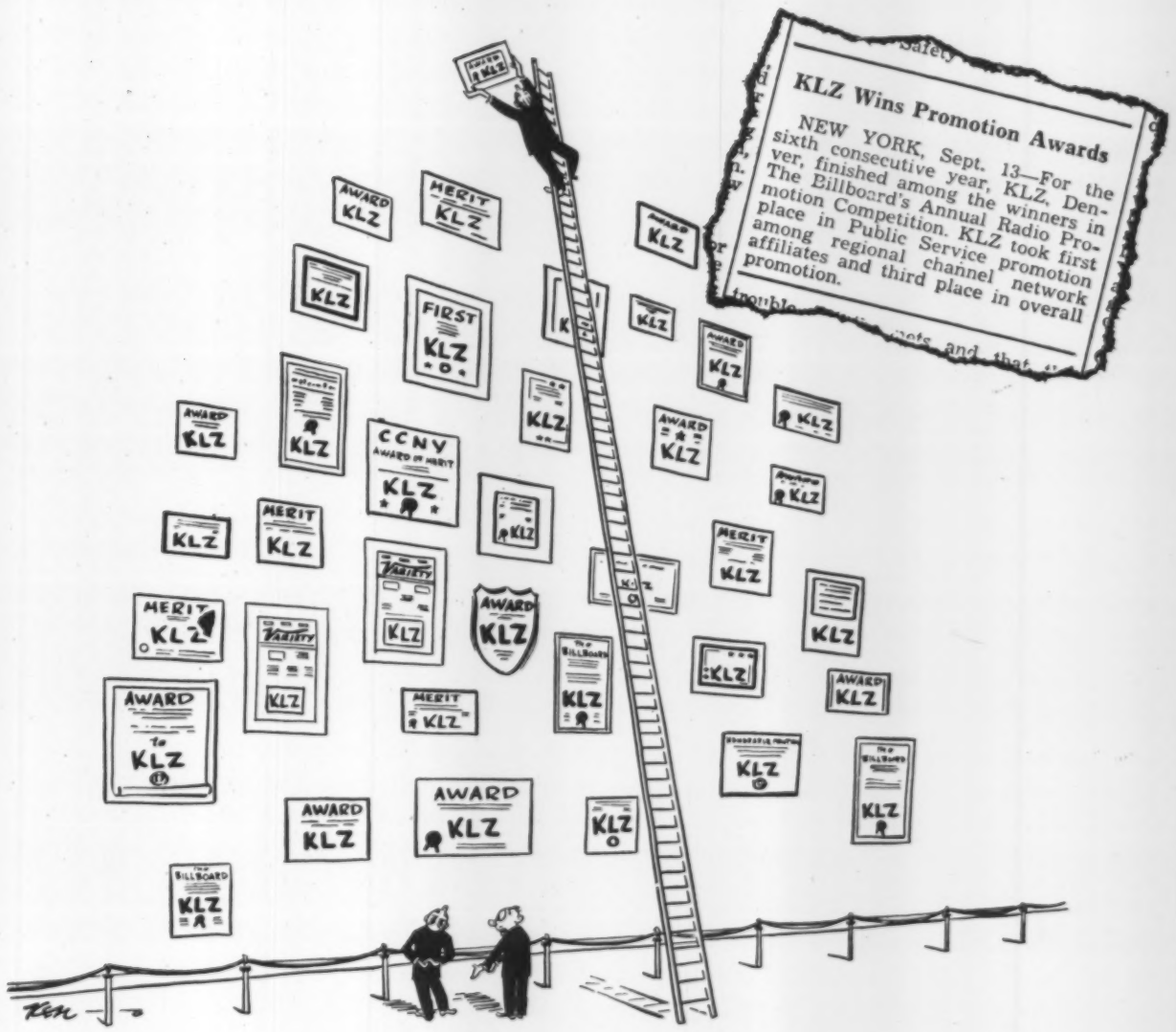
OCTOBER 20, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING


KLZ Wins Promotion Awards
NEW YORK, Sept. 13—For the sixth consecutive year, KLZ, Denver, finished among the winners in The Billboard's Annual Radio Promotion Competition. KLZ took first place in Public Service promotion among regional channel network affiliates and third place in overall promotion.
AWARD KLZ
MERIT KLZ
FIRST KLZ
CCNY KLZ
VARIETY KLZ
BILLBOARD KLZ

"When THAT time comes, we can use microfilm."

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTATIVE: THE KATZ AGENCY

Most of the Taft family among the 12,000 people in the grandstand at the Illinois State Fair to see the WLS National Barn Dance. Left to right: Mrs. Burch, the daughter; Mr. and Mrs. Taft; the sons, Justin, Jr., and Arnold.

THIS IS THE *Justin Taft family* OF ROCHESTER, ILLINOIS

Justin Taft, Jr., age 23, operates the family 400-acre farm near Rochester, Illinois. With his father's help, he raises corn and soybeans, 20 head of cattle, 100 hogs and 300 chickens. Two brothers attend the University of Illinois: William, 25, agricultural marketing, and Arnold, 18, pre-veterinary course.

Justin plans to build up a registered herd, has consistently been among top winners at cattle shows throughout the Midwest. This year at the Illinois State Fair the Taft brothers took second place with a Hereford steer which had won in nine county fairs, took seventh place with a Shorthorn. Always active in agricultural activities, Justin is president of Sangamon County Rural Youth, chairman of the agriculture committee of the Springfield Junior Chamber of Commerce Arnold is sectional vice president of F. F. A., holds the American Farmer degree.

WLS has long played an important part in the Taft family life and in their business of farming. They listen regularly to WLS Dinnerbell Time, daily markets — saw the WLS National Barn Dance at the State Fair this year.

It is on such families as the Tafts that WLS microphones have been focused for almost 24 years. To these families on farms and in cities and towns of Midwest America, WLS has given the entertainment they wanted and the information they needed. Such service has made them loyal WLS listeners . . . and upon loyal listeners depend advertising results.

Justin Taft, Jr., at 23, operates the 400-acre family farm.

The comfortable Taft farmstead, just outside Rochester, Illinois.

Justin, Jr., and Arnold with their prize-winning steers at the Illinois State Fair.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

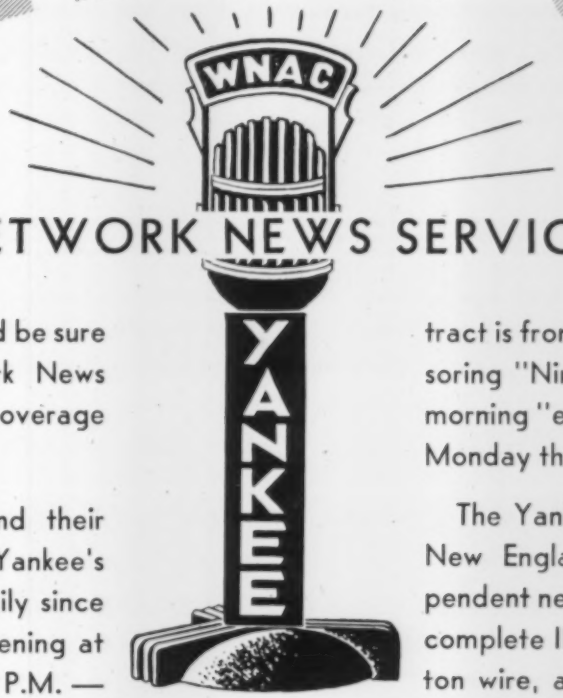
890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

New England's Most Popular Radio Slogan

NEWS

WHILE IT IS NEWS



THE YANKEE NETWORK NEWS SERVICE ON THE AIR

When thinking of New England be sure to check The Yankee Network News Service as a vehicle for direct coverage of 24 home-town markets.

New England housewives and their families have been receiving Yankee's four regular news "editions" daily since 1934. Yankee News is habit listening at 8:00 A.M. — 1:00 P.M. — 6:00 P.M. — 11:00 P.M.

The popularity and effectiveness of Yankee News Service is attested by repeated renewals: Marshmallow Fluff and Sweeco in its 9th year; Keyko Margarine in its 4th year; Narragansett Ale, 9th year; Old Gold Cigarettes, 8th year; Beverwyck Beer, 4th year. A new contract is from H. J. Heinz Company, sponsoring "Nine O'Clock News", a Yankee morning "extra", over the entire network, Monday through Saturday.

The Yankee Network News Service is New England's first and largest independent news service, with complete AP, complete INS, Reuter's, direct Washington wire, and a large local staff. It has consistently high Hooperatings for all editions. It gives you home-town impact — the direct, effective penetration of 24 major New England markets, reaching 89.4% of New England radio homes, the most complete coverage you can buy in this area.

Ask your Petry Man for the Plan

Acceptance is THE YANKEE NETWORK *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

IN WORKS in FCC's Engineering Dept. are plans for checking all directional antenna patterns for conformity with requirements. Authorities estimate upwards of 500 stations employ DA, concede checking job might take two to three years. They think checkup in many instances may show actual performance is far different from representations on which DA grants were made. Hearings might confront stations found unaccountably wandering far off prescribed track.

DON'T write off New York and Chicago as possibilities for 1948 NAB convention. San Francisco and Los Angeles are bidding for spring annual meeting as West Coast hasn't had association since San Francisco session in 1940, but New York and Chicago are most accessible convention cities. Cleveland remains in running.

FIRST OFFICIAL appearances of NBC vice president and general counsel-designate Charles R. Denny after leaving FCC will be in connection with NARBA sessions. He will be in Cuba, ostensibly on vacation, when NARBA preparatory sessions open Nov. 3. And it's certain he will be NBC's "industry representative" at formal deliberations scheduled for Aug. 3 in Canada, probably Montreal.

COMMISSIONER E. K. JETT, FCC's engineering expert who is torn between two international emotions, may have his allocations cake and eat it too. Named U. S. delegate to Provisional Frequency Board which meets in Geneva in January, he also is likely head of U. S. delegation for NARBA at which domestic broadcast band will be reappraised for use among North American nations. He plans to stay three months instead of six at Geneva and return in time for final preparations for NARBA.

MAN who foots bills soon to offer code suggestions. NAB codifiers to meet separately late this month with AAAA Radio Council and ANA group at their request. Both had crack at early code version last summer, leading to separate day-night time limits and other changes.

COMPLAINT of newly formed National Assn. of Radio Station Representatives against CBS handling of non-network time sales for some of its affilities [BROADCASTING, Oct. 6] is being handled gingerly by FCC. No official action either way is expected immediately, with prospect that any action will be preceded by extensive correspondence with both sides.

YOUNG & RUBICAM, New York, considering for client show called *Comedy Theatre* featuring radio stars in cooperation with AFRA.

OPPOSITION to NAB plan to expand activities is reaching members of its Finance Committee. Some stations contend certain depart-

(Continued on page 86)

Upcoming

Oct. 20. Clear Channel Hearing, FCC Hdqrs., Washington.

Oct. 23: Independent Code Committee, NAB Hdqrs., Washington.

Oct. 24: NAB FM Executive Committee, NAB Hdqrs., Washington.

Oct. 24-25: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.

Oct. 26: National Assn. of Educational Broadcasters meeting, Chicago.

Oct. 26: Assn. for Education by Radio, meeting, Chicago.

(Other Upcomings on page 69)

Bulletin

EMERGENCY meeting of FM Assn. Executive Committee called this (Monday) morning by FMA President Everett Dillard, WASH Washington, to consider Petrillo ban on FM (early story page 13). Leonard Marks, FMA general counsel, studying Petrillo order to determine possible violation of Lea and Taft-Hartley laws. Executive Committee to decide whether to ask Dept. of Justice intervention, new legislation, or action by Rep. Kearns' (R-Pa.) Petrillo subcommittee.

FIRE gutted studios and offices of KBIZ Ottumwa, Ia. Friday, destroying all equipment. Fire reported at 4:30 a.m., brought under control about 7:15 a.m. Transmitter not affected and station temporarily set up operation at Ottumwa Hotel, returning to air at 8:10 a.m. Gates Equipment Co., through help of KBUR Burlington, furnished two turntables. Other stations offered help.

KFI Los Angeles has given 14-piece staff orchestra two weeks notice in music realignment, according to William B. Ryan, general manager. Larger band may be necessary, he said, station's action having been taken in preparation for FM and television services.

Business Briefly

CARTER RESUMES ● Carter Products, New York, has resumed 15-minute musical broadcast Sun. 5:45-6 p.m. on Radio Luxembourg, first series since war. Firm sponsored similar show five years ago. Agency, J. Walter Thompson Co., London.

EGG ASSN. SPONSORS ● Washington Co-operative Egg & Poultry Assn., Seattle, Oct. 18 started for 52 weeks *Jack Gregson Show* on 20 NBC western stations, 9-9:30 a.m. (PST). Agency, Pacific National Adv., Seattle.

SPOTS REINSTATED ● General Foods, New York (Minute Rice), reinstating spot campaign on 50 stations effective Nov. 10 for rest of year. Campaign went off air July 1. Agency, Young & Rubicam, New York.

PUBLIC AFFAIRS ACTIVITY REORGANIZED BY NBC

NEW NBC Public Affairs & Educational Dept. formed late Friday by Brig. Ken R. Dyke, administrative vice president, replacing Public Service Dept. Dwight Herrick named operations manager of department. Two units created—Talks Division, headed by Doris Corwith; Organizations Division, with Margaret Cuthbert as manager and Jane Tiffany Wagner as assistant manager.

Sterling Fisher named public affairs and educational adviser, reporting to Mr. Dyke. New Public Affairs Board named, consisting of Mr. Dyke as chairman; Messrs. Fisher and Herrick; William F. Brooks, vice president; Thomas McCray, national program manager; William R. McAndrew, assistant to Washington v-p. Dr. James Rowland Angell, NBC board member, continues as network public service counsellor.

N. Y. RECORDING MEETING

LEADING recording firms invited by NAB to attend Tuesday meeting in New York to discuss labor matters of mutual interest, it was learned late Friday (see early story page 13).

Quick Code Survey Started in West

SWIFT survey of 500 stations in 14 western States started Friday by Cal Smith, general manager of KFAC Los Angeles, in advance of Oct. 23 meeting of NAB independent code committee (early story page 13). Mr. Smith, member of committee, plans to bring results of survey to meeting to show western sentiment on NAB code.

Stations being surveyed are located in Kansas, Nebraska, Colorado, Wyoming, Nevada, Arizona, Utah, Idaho, Washington, New Mexico, Oregon, California, Oklahoma and Montana.

Majority of Southern California stations in attendance at code meeting held Thursday night in Hollywood at Mr. Smith's call. Network and independent groups were represented.

Several changes in commercial section of code sought at meeting. Limit on commercial time in 15-minute programs criticized, with 3 minutes 15 seconds favored to aid operation of independents. Day-night differentiation criticized. Moderation of language covering religious and news broadcasts sought, along with elimination of Section 3 Paragraph 14 covering professions in which it is deemed unethical to advertise.

Get Up-to-Date ON THE LATEST DATA ON Profitable MEMPHIS MARKET

HOOPER STATION LISTENING INDEX
City Zone

CITY: MEMPHIS, TENN. Total Coincidental Calls—This Period 24,995 MONTHS: JULY – AUGUST, 1947

TIME	SETS-IN-USE	WHHM	NET. STATION B	NET. STATION C	NET. STATION D	NET. STATION E	STATION F	STATION G				FM & OTHERS	HOMES CALLED
		SHARE OF AUDIENCE											
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.–12:00 NOON	14.5	20.3	23.3	22.5	11.1	16.4	2.6	3.8				0.0	5,201
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON–6:00 P.M.	16.0	22.6	33.8	17.0	14.2	5.6	4.1	2.2				0.5	8,389
EVENING SUN. THRU SAT. 6:00 P.M.–10:00 P.M.	18.3	23.2	27.8	25.6	10.2	10.9						2.3	7,240
SUNDAY AFTERNOON 12:00 NOON–6:00 P.M.	19.4	32.4	18.4	13.6	18.8	10.8	5.2	0.8				0.0	1,551
SATURDAY DAYTIME 8:00 A.M.–6:00 P.M.	13.6	28.5	16.4	21.4	14.2	7.8	6.4	4.6				0.7	2,614
TOTAL* RATED TIME PERIODS		NOT	REPORTED	IN	MEMPHIS								

The Hooper "*STATION LISTENING INDEX*" is computed from the total station mentions secured from the coincidental questions "*To what program were you listening, please?*" and "*Over what station is that program coming?*" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "*Not at home,*" those who are "*Not listening*" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "*Total Homes Called.*"

*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

NOTES: KWEM and WDIA do not broadcast in the evening.

The Code of Practice governing the use of "*CONTINUING MEASUREMENT OF RADIO LISTENING*" applies to this "*STATION LISTENING INDEX*"

WE'LL SUMMARIZE ALL THE ABOVE FOR YOU
MORE LISTENERS PER DOLLAR IN MEMPHIS
. . . . . WHO COULD WANT ANYTHING MORE

WHHM

MEMPHIS, . . TENNESSEE

Represented by
FORJOE & CO.

Fulton Lewis, jr.

NETwork Show—
LOCAL Rates

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr., is a salesman *par excellence* for products as diversified as radio itself.

Let this outstanding local "buy" go to work for you. He's ready to take on a few selected lines in communities where he's not already sponsored. Investigate now—wire or write:

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

CO-OP

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.
® Reg. U. S. Pat. Office

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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

INDUSTRY PROSPERS

In the Nashville market area industry is certainly prosperous. Carload shipments in and out are well over the record 1946 figure. But most important, the current employment index is over 9 percent higher than last year at this time . . . But check the market figures yourself then make plans to share in annual retail sales of more than 356 million dollars . . . Let WSIX help put across your sales message effectively and at reasonable listener cost. A large audience listens regularly to favorite shows over WSIX.

"WSIX gives you all three: Market, Coverage, Economy"

AMERICAN • MUTUAL
5,000 WATTS • 980 KC

Represented Nationally
by
THE KATZ AGENCY, INC.

You can't lose parlaying

With 50,000 watts now breaking from WGAR's aerial starting gate, we sent engineers out to clock them on the course.

How strong are those watts when they reach the finish line—the listeners' radios? We wanted real information. We thought you would, too.

Our clockers made 570 measurements at 92 locations in Metropolitan Cleveland of the signal strength (in millivolts) of all Cleveland stations. Readings were taken in every two mile square, averaged for the final ratings.

Out ahead of the pack in Metropolitan Cleveland is WGAR, with the strongest signal of all five local stations . . . 48.4 mv/m against the 43.3 mv/m of the place station (and even farther ahead in the nineteen leading shopping centers . . . 56.1 mv/m to 40.7 mv/m).

Then, to Akron and Canton for additional feedbox facts went our engineers. And again, an average of all readings shows WGAR the winner . . . the most powerful signal from any Cleveland station in these important markets.

AVERAGE MEASUREMENT OF SIGNAL IN MILLIVOLTS (MV/M)
(five Cleveland stations)

METROPOLITAN CLEVELAND		19 CLEVELAND SHOPPING CENTERS		CITY OF AKRON		CITY OF CANTON	
WGAR	48.4	WGAR	56.1	WGAR	19.1	WGAR	4.6
STATION B	43.3	STATION B	34.8	STATION B	14.6	STATION B	3.0
STATION C	34.3	STATION C	23.7	STATION C	1.3	STATION C	0.4
STATION D	32.9	STATION D	40.7	STATION D	4.3	STATION D	1.2
STATION E	8.8	STATION E	19.0	STATION E	0.3	STATION E	0.1

POWER and POPULARITY

And now, turn your glasses over this way where Hooper has been running off his own series of Telephone Sweepstakes.

In the May-June event, WGAR headed the field with a 30.9% share of the audience in all rated time periods. And this *before* the increase to 50,000 watts power!

In the June-July race, WGAR stepped out to a still more commanding lead of 33.2% at the finish. One month of this period was with power at 5000 watts, one month at 50,000 watts.

Now come the July-August results, and WGAR shows its heels to all other Cleveland stations with 35.7% share of the audience in all rated time periods. That's 52% more of sets tuned in than the next best station!

When you are making a play for sales in Northeastern Ohio . . . remember . . . you can't lose in parlaying the *power* and the *popularity* of WGAR!

HOOPER STATION LISTENING INDEX (July-August) SHARE OF AUDIENCE					
INDEX	WGAR	STATION B	STATION C	STATION D	STATION E
TOTAL RATED TIME PERIODS	35.7	23.5	11.8	16.1	14.1

WGAR

BASIC COLUMBIA AFFILIATE

50,000 WATTS

CLEVELAND

EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

For Profitable Sales
Advertise in these
5 PROSPEROUS MARKETS

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

STEINMAN STATIONS
Available individually to suit your needs. Write:
Sales Representative
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Los Angeles

Feature of the Week

ATOP a hill overlooking Birmingham, Ala., and Shades Valley, two competing FM stations will operate from a single tower in a cooperative project that may be the forerunner of many similar cooperative ventures.

Mr. Johnston

The stations are WSGN-FM and WAFM, which have jointly purchased property on Red Mountain, known as Radio Park. The 35-acre site will furnish one of the best FM and television sites in the country, according to Henry P. Johnston, WSGN executive vice president and an NAB director, with a tower height of some 960 feet above the surrounding area and offering potential coverage of the major part of Alabama.

Using 50,000 w power eventually, the competing stations will use the same tower and same antenna, with programs radiated simultaneously.

Explaining the operation, Mr. Johnston said: "In joining with a competitive organization on ownership of physical facilities, which permits this expansion without in any way handicapping the competitive business and program relationships, we can both devote funds to program service which might otherwise be tied up in physical equipment to no advantage to the listener.

"We are also cooperating with the CAA and aviation enthusiasts in limiting the potential hazards which additional high towers might give."

The idea developed during a conference between Mr. Johnston and Thad Holt, president and general manager of Voice of Alabama Inc., operating WAFM, and officials of the CAA who voiced concern over the numerous antenna projects planned by FM stations. Messrs. Johnston and Holt, foreseeing economic and technical advantages in a joint transmitter site, promptly drew up plans for the project. Other FM stations will be permitted to use the site.

Mr. Holt

WAFM has temporary studio and transmitter house on the tract. WSGN-FM plans to take the air in mid-November and its 3,000 w transmitter is in the testing stage, located in a combination transmitter-studio building.

Work will start about the first of the year on the joint tower.

Sellers of Sales

EVEN a quick glance at Jayne Shannon of J. Walter Thompson Co. assures you she would have been a success at the career she originally chose—designing clothes. But at the time that seemed slow-moving and so she turned to figures that could be added up faster. Now, as time-buyer for the J. Walter Thompson Co., she easily adds up to more than a million dollars a year while working on Ward Baking Co., Fanny Farmer Candy Shops, Absorbine Jr., Penick & Ford and others.

JAYNE

Before spending two years fashion designing with custom houses on New York's Madison Ave., Jayne was graduated from St. John's School for Girls at Mountain Lakes, N. J., and the Traphagen School of Fashion and spent a little time at Columbia U.

Armed with a secretarial course, she went to Kenyon and Eckhardt Inc., where she was employed as secretary and assistant to the time-buyer. When the J. Walter Thompson Co. needed a buyer in June 1943, Jayne got the job. Her intelligence and ability to get along with people made her a "natural."

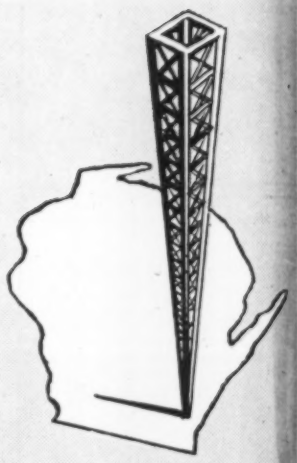
She is quick to recognize a good buy and pick it up immediately for any of her clients or pass it on to others who can use it. She has a knack for pleasantly but firmly saying "no" when she is being oversold.

Jayne is a staunch supporter of progressive industry operations and, like other buyers, is always hopeful that radio will really become easier to buy in order to ease up a bit on the selling job she has to do.

Her hobbies include some dressmaking, cooking, singing and the theatre, as well as travelling. She is a member of the Radio Executives Club and is active as an advisor in Junior Achievement Inc.

Jayne lives with her sister and another young career woman in Greenwich Village and spends most of her weekends with her family in Boonton, N. J.

Dominant
SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.
WISN
MILWAUKEE
The Katz Agency, Inc.
Natl. Representatives

WBBC

"THE VOICE OF FLINT"
DAY AND NIGHT

1330
ON YOUR DIAL

Now

ON THE AIR!

IN THE GREAT $200,000,000 RETAIL SALES MARKET!

ONE OF AMERICA'S LARGEST CITIES!

MICHIGAN'S BASIC OUTLET FOR MUTUAL

◆

FLINT, MICHIGAN IS A TERRIFIC MARKET FOR NATIONAL ADVERTISERS

MUTUAL

REPRESENTED BY **FORJOE & CO.**

how would you like a 10.0 DISC-JOCKEY SHOW in CHARLESTON, S.C.?

Now that quite a few very famous "name" jockeys are riding the records, it seems timely to point out that in disc shows, as in every other kind of program, a *local* celebrity or program often has more pull than any remote though glittering star.

In Charleston, for example, the "1390 Club"—a local disc-jockey feature aired at 4:30 p.m., five days per week—has a 10.0 Hooperating*! Undoubtedly, it's that same old "local angle" aspect of spot broadcasting, at work. . . .

F&P are pioneers and experts in Bull's-Eye Radio—spot broadcasting—the kind of radio that gives you top audiences, at the hour you want them, in the markets you need, and at a cost you can afford. May we tell you *all* the story?

Hooper Report, Spring, 1947

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ALBUQUERQUE	KOB
BEAUMONT	KPDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KMS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 16 WASHINGTON, D. C., OCTOBER 20, 1947 $7.00 A YEAR—20c A COPY

Industry Uniting To Meet Music Crisis

Recorders to Name Members for NAB Group

(*Also see story, page 74*)

UNITED broadcasting front to meet James C. Petrillo's all-inclusive effort to exact more employment and higher wages out of the industry is expected this week.

In a swift series of developments, the music situation moved toward a yearend crisis that involves possible withdrawal of AFM musicians from networks, transcription and phonograph companies, FM stations, Continental (FM) network, individual programs and television.

Among developments were these:

Phonograph recording companies prepared to name representatives on NAB's Industry Music Committee, now in process of formation.

Transcription companies planned similar action.

Petrillo kept ominously silent on recording plans, forbade additional FM network performances and demanded that networks ban duplication of their programs on FM outlets of AM affiliates.

Dept. of Justice filed new information against Petrillo in the WAAF case, following Supreme Court decision last spring upholding the Lea Act (see separate story).

Chicago theatre filed suit against AFM for featherbedding demand.

Phonograph and transcription firms prepared to build backlogs in event musicians are not available after Dec. 31.

J. Albert Woll, ex-U. S. District Attorney in Chicago who filed original Government suit against Petrillo, named AFM-Petrillo lawyer to succeed the late James M. Padway.

Petrillo union refuses to recognize new network co-op program and demands payment of multiple fees for musicians.

Scene of several music incidents last week was Chicago, where the AFM board was meeting. Bans on additional FM network programs and duplication were made by the AFM president during the week.

Phonograph record manufacturers and transcribers are expected to take action this week toward joining the NAB-guided united front. Membership of the Industry Music Committee authorized at the NAB Atlantic City convention has been completed aside from these two groups.

By the end of the week both groups are expected to be in agreement on NAB committee representatives. In addition they will have made progress in discussing mutual problems and making plans for possible yearend shutdowns.

Weiss Request Denied

Though the AFM president had restricted performances of members on network repeats, the situation darkened last week when he denied a request of Lewis Allen Weiss, MBS board chairman, relative to the MBS *Meet Me at Parky's*.

Through Phil Fisher, Local 47 executive in Los Angeles, the union head sent this statement: "In reply to your query re *Meet Me at Parky's* radio show, please inform Mr. Weiss that insofar as the AFM is concerned there is no such thing as a live cooperative program and same cannot be permitted."

The program started on MBS Oct. 19. It now will use a choir and a soloist, Betty Rhodes. ABC is using a similar setup for *Abbott & Costello* whereas CBS is using only a choral group on the *Joan Davis Show*.

In a telegram to Hudson Eldridge, head of Continental (FM) Network, Mr. Petrillo refused permission for addition of more musical programs on the hookup, now mushrooming toward nationwide proportions. The telegram said: "Regret that your request to increase programs for Continental Network cannot be granted at this time. We have no objection if these programs are broadcast by a single station."

Recognizing possibility of a recording and transcribing ban after Dec. 31, these industries have been working on backlogs for some time. The ban might develop through a Petrillo demand for exorbitant wages or impossible numbers of musicians, some believe, thus avoiding conflict with Taft-Hartley and Lea Act strike provisions.

Cutting schedules at a number of plants have been stepped up. Large phonograph record companies have vast files of masters. Smaller companies also have backlogs, but in some cases might be tempted to dodge an AFM ban by use of union members who are willing to defy the organization.

Hillbilly talent will still be available, in event of an impasse, along with harmonica and a capella combination, and recorders are making their plans accordingly.

Transcription companies are generally proceeding on schedules closer to normal. They are sensitive to whatever action is taken by

(*Continued on page 74*)

AS PETRILLO continues his series of radio maneuvers, conviction grows that he is wrapping up entire music problem in one package so as to get more work and more money out of all facets of the industry. Though he had relied heavily for guidance on the late James M. Padway, he quickly filled the void by appointing J. Albert Woll, son of the famed leader and Dept. of Justice attorney, as his counsel.

Demand Grows for Changes in Code

Calling of Convention Urged for Standards Discussion

By J. FRANK BEATTY

RISING industry pressure is expected to force changes in the NAB code, to meet commercial needs of affiliates and independents alike, when the NAB board meets Nov. 13-15 in Washington.

Station objections to the tentative code sanctioned at the board's Atlantic City meeting last month are concentrated on the commercial sections. They have assumed nationwide proportions.

The board's meeting was scheduled in the first place to consider code suggestions and to draft a final version effective Feb. 1, 1948. Board members, led by President Justin Miller, have solicited code suggestions for consideration by a special board committee at a meeting set for Nov. 3.

Call for a special industry convention, limited to one delegate per station, was voiced last week by Ed Yocum, general manager of KGHL Billings, Mont., on the ground that broadcasters have not had adequate opportunity to discuss its provisions. Mr. Yocum, a former NAB director, served with CBS Washington in 1944-45.

Meetings have been held in all parts of the country by groups of broadcasters and some state associations have taken up the subject. In practically every case objections have been raised to the detailed specifications of the commercial section, with its maximum three-minute limit on commercial content of 15-minute programs and the 30-second station-break provision.

Coming to the fore is the suggestion that affiliates will be hit by the commercial section during non-network periods, when they in effect are independents.

Scheduled today (Monday) is a meeting of Idaho and Montana broadcasters, called by Walter Wagstaff, general manager of KIDO Pocatello, Ida. The group is understood to desire easing of the commercial provisions.

Two meetings which will play key roles in shaping the NAB board's code action will be held late this week at NAB headquarters in Washington. A group of independents representative of all types of stations and all parts of the nation will meet Thursday [BROADCASTING, Oct. 13]. Added to this committee last week was Al Meyer, KMYR Denver.

Second meeting will be held Friday when the FM Executive Committee will discuss special problems of FM stations in operating under the code. The committee may extend its discussion to cover other subjects, however.

Concern of many stations over

(*Continued on page 76*)

D-F-S in Chicago Being Reorganized

Agency Shifts Personnel Assigned To General Mills and P & G

AS YET unannounced drastic reorganization within the Chicago office of Dancer-Fitzgerald-Sample Inc. will result in major changes of personnel on agency's two biggest accounts, Procter & Gamble and General Mills.

Because both clients are at present topping all previous years in advertising billing, particularly in radio, agency has placed Everett Bradley, former Spic and Span account executive, in newly-created post of director of creative department and Joseph M. Greeley in charge of all brands of General Mills.

Tom Greer, also a GM account executive, will be copy chief for all GM products, including GM's new "Product X" which will be introduced Jan. 1 as Betty Crocker ginger mix.

Also advanced have been Charles Fitzmaurice and Edmund C. Dollard, both formerly assistant account executives on General Mills. The account has been divided between them under Mr. Greeley's general supervision, with Mr. Fitzmaurice servicing Cheerioats, Softasilk cake flour and Betty Crocker cereal tray and Mr. Dollard in charge of Gold Medal flour, Kix and Product X.

Additions to the agency's copy department under the reorganization include Frances Kennedy, formerly of Compton Advertising, N. Y., who will write P & G radio copy; Louis Thomas, copy chief for P & G Dreft; Cy Mullen, copy chief for Spic and Span, and Bill Tyler, copy chief for Oxydol.

Among more than 15 people who have resigned at the agency during the past two weeks are Al Eisenmenger, radio timebuyer; Hildred Sanders, copy supervisor; Tom Denton, account executive; Hazel F. Gwynn, copy supervisor; Jean Lepine, General Mills research director; Dexter Cooper, art director, and William Tyler, copy writer.

Hearing Designated

TELEVISION applications of firms declared by FCC to be subsidiaries of Paramount Pictures Inc., including Allen B. Du Mont Labs. Inc., were designated for hearing last week by the Commission. Paramount earlier had filed a statement with the Commission explaining its interest in Du Mont [BROADCASTING, Oct. 6]. The hearing will cover the applications of New England Theatres Inc., seeking Channel 13 at Boston; United Detroit Theatres Corp., Channel 5, Detroit; Du Mont, Channel 2 in both Cincinnati and Cleveland, and Interstate Circuit Inc., Channel 3, Dallas. The Fort Industry Co. video outlet, WTOV Detroit, was consolidated in the proceeding as it seeks switch from Channel 2 to Channel 5.

LEADING PROGRAM HOOPERS

EVENING OCTOBER 1-7, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
Bob Hope	128	Pepsodent, Lever Bros.	Foote, Cone & Belding	23.0	24.7	—1.7	3
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	23.0	24.9	—1.9	2
Radio Theater	150	Lever Bros. Co.	J. Walter Thompson	21.6	19.9	+1.7	8
Jack Benny	160	American Tobacco Co.	Foote, Cone & Belding	20.6	21.0	—0.4	5
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	19.8	17.7	+2.1	9
Red Skelton	159	B & W Tobacco Co.	Russel M. Seeds Co.	19.2	16.5	+2.7	11
Al Jolson	139	Kraft Foods Co.	J. Walter Thompson	18.8	---	---	--
Charlie McCarthy	143	Standard Brands	J. Walter Thompson	17.9	24.2	—6.3	4
Walter Winchell *	214	Andrew Jergens Co.	Robert W. Orr & Assoc.	17.8	20.9	—3.1	6
Mr. District Attorney	133	Bristol-Myers Co.	Doherty, Clifford & Shenfield	17.5	16.1	+1.4	12
Fred Allen	143	Standard Brands	J. Walter Thompson	16.9	25.6	—8.7	1
Screen Guild Players	155	R. J. Reynolds Tobacco Co.	Wm. Esty & Co.	16.7	20.0	—3.3	7
Bandwagon	158	F. W. Fitch Co.	L. W. Ramsey Co.	16.5	17.2	—0.7	10
Bing Crosby	238	Philco Corp.	Hutchins Adv.	15.5	---	---	--
Great Gildersleeve	125	Kraft Foods Co.	Needham, Louis & Brorby	14.7	14.7	0.0	16

* Includes first and second broadcasts

DAYTIME OCTOBER 1-7, 1947

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Position
When a Girl Marries	76	General Foods Sales Co.	Benton & Bowles Young & Rubicam	6.1	7.3	—1.2	1
Queen for a Day	212	Philip Morris & Co.	Cecil & Presbrey	6.1	---	---	--
Our Gal, Sunday	84	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	6.0	5.7	+0.3	9
Breakfast Club	253	Philco Products	Hutchins Adv. Co.	5.6	5.2	+0.4	17
Aunt Jenny	61	Lever Bros.	Ruthrauff & Ryan	5.6	5.5	+0.1	10
Big Sister	68	Procter & Gamble Co.	Compton Adv., Inc.	5.6	5.2	+0.4	18
Ma Perkins (CBS)	77	Procter & Gamble Co.	Dancer-Fitzgerald-Sample	5.6	6.3	—0.7	4
Young Widder Brown	142	Sterling Drug	Dancer-Fitzgerald-Sample	5.5	6.2	—0.7	6
Romance of Helen Trent	84	Whitehall Pharmacal Co.	Dancer-Fitzgerald-Sample	5.5	5.2	+0.3	19
Breakfast in Hollywood	246	Kellogg Co.	Kenyon & Eckhardt	5.3	6.1	—0.8	7
Lorenzo Jones	142	Sterling Drug Inc.	Dancer-Fitzgerald-Sample	5.3	6.4	—1.1	3

FALL MEETING OF N. C. BROADCASTERS BEGINS

TWO-DAY fall meeting of the North Carolina Broadcasters Assn. gets underway today (Oct. 20) at the Sedgefield Inn near Greensboro.

Highlight of today's session will be a talk by Harold Fair, director of NAB's Program Dept., on the proposed code. A discussion period will follow the talk. The luncheon session will be addressed by Earl Wynn, director of the new Communications Center at North Carolina U., who will describe his setup. A cocktail party and the annual banquet are scheduled for this evening, with the stations in Winston-Salem, Greensboro, and High Point acting as hosts for the former.

Tuesday's morning feature will be an address by Thomas D. Connolly, CBS director of program promotion. The business meeting will be held Tuesday afternoon and new officers will be elected. Current officers of the Assn. are Frank Jarman, WDNC Durham, president; Richard A. Dunlea, WMFD Wilmington, vice president; and Harold Essex, WSJS Winston-Salem, secretary-treasurer.

As a pre-conference affair yesterday (Sunday), the North Carolina FM Assn. was to hold a luncheon meeting at Sedgefield, presided over by Allen Wannamaker of WGTM and WGTM-FM Wilson, who is president of the N. C. FM Assn.

Drawn for BROADCASTING by *Sid* Hix

"Tell me, Miss DuBois! What do you think of the new long skirts?"

Kaiser - Frazer Agency Plans Hollywood Office

AS PART of the Kaiser-Frazer Corp., expansion into network radio [BROADCASTING, Oct. 13] the firm's agency, Swaney, Drake and Bement Inc., Chicago, will soon open a Hollywood office.

Kaiser-Frazer last week signed with MBS to sponsor Wendell Noble as commentator on *Newscope* four times weekly effective Nov. 4. Program will be heard on the full MBS network Tues. and Thurs. (7:30-7:45 p.m.) and on "selected" stations Sat. (7:30-7:45 p.m.) and Sun., (8:45-9 p.m.).

Sponsorship of Mr. Noble boosts Kaiser-Frazer's radio billing from approximately $1,000,000, all previously in spot on over 300 stations in approximately 125 markets, to well over $2,000,000. The agency declined to give actual percentage or dollar figures of client's overall advertising budget.

CPP Changing Agency

COLGATE - PALMOLIVE - PEET Co. scheduled to move its Lustre Creme account to Lennen & Mitchell, New York. Account formerly handled by Hill, Blackett & Co., Chicago [CLOSED CIRCUIT, Sept. 29].

Broadcaster or Politician to FCC?

Coy Is Listed With Reinsch, Taylor, Ex-Senators

By SOL TAISHOFF

A PRACTICAL broadcaster or a practical politician as the next chairman of the FCC?

That appeared to be the question a week after the resignation of Charles R. Denny, who leaves Oct. 31 to become vice president and general counsel of NBC. There was no indication at the White House that President Truman had made his selection. It was reported that he is inquiring into the availability of men with radio background.

Broadcasters under consideration were believed to be J. Leonard Reinsch, managing director of the Cox radio stations and radio adviser to Mr. Truman since the vice presidential campaigning days, and Wayne Coy, director of radio of the *Washington Post stations*, WINX and WINX-FM, a former administrative assistant to President Roosevelt.

The political names most frequently heard were former Democratic Senators James M. Mead, of New York, and Hugh B. Mitchell of Washington. Both were said to have strong political support but little else.

Almost simultaneous with the formal announcement of Mr. Denny's resignation Oct. 9 came reports of strong backing for Brig. Gen. Telford Taylor, chief war crimes prosecutor at Nuremberg and former FCC general counsel. But, it was asserted in usually informed quarters, Gen. Taylor's candidacy has bogged down because it is felt he is too liberal, too pro-labor, and too much of a stickler for adherence to the letter of rules and regulations.

Sen. Mead Sen. Mitchell

In broadcast circles, there was spontaneous support for a "practical broadcaster" as chairman. Neither Mr. Reinsch nor Mr. Coy is an avowed candidate. Both, however, are well acquainted with Mr. Truman.

Supporters of Mr. Reinsch and Mr. Coy were active last week. So far as is known, however, neither broadcaster has been called to the White House to confer formally about the vacancy.

The former Sen. Mitchell, a 40-year-old ex-newspaperman, has the strong endorsement of Gov. Mon Wallgren of Washington, a close friend of President Truman. The son of Harry B. Mitchell, president of the U. S. Civil Service Commission, he served as executive assistant to Mr. Wallgren during the latter's 10 years as a member of Congress from Washington and as a senator. In 1945 when Mr. Wallgren assumed the governorship, he named Mr. Mitchell his senatorial successor. A laborite and an arch liberal, who was one of the few senators to vote against the anti-Petrillo bill in the last Congress, Mr. Mitchell was defeated in the 1946 elections. He has conducted a consulting research practice in Seattle since his return to private life.

Sen. Mead, 61, served ten terms in the House before being elected to the Senate in 1938. He was re-elected in 1940 but was defeated by Gov. Dewey in the gubernatorial elections in 1946. He has the support of the New York Democratic machine and has been espoused for several other vacancies.

Mr. Reinsch's name has been mentioned for the FCC since reports first were published [BROADCASTING, Aug. 11] that Mr. Denny would retire from the Commission before the end of the year. A veteran of 20 years in radio at 39, Mr. Reinsch has been active in industry affairs and has served several terms on the NAB board. He was radio director of the Democratic

Mr. REINSCH

Mr. COY

Committee during the fourth-term F.D.R. campaign in 1944 and worked closely with Mr. Truman as the vice presidential candidate. When Mr. Truman assumed the Presidency on April 12, 1945, Mr. Reinsch served as radio and press secretary for a short time and then returned to his managing directorship of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami), but continued as radio adviser to the chief executive.

Mr. Reinsch is identified with the Queen City Broadcasting Co., applicant for a new regional station in Cincinnati. The FCC has proposed to deny this application and a final decision shortly is expected to be forthcoming.

If Mr. Reinsch should be called upon by the President to serve on the FCC, it is taken for granted that he would relinquish his interest in Queen City.

Although Mr. Coy has been identified with radio only since 1944, when he left Government service to become assistant to *Washington Post* Publisher Eugene Meyer, he has been active in broadcasting in that period. Last month he completed a one-year term as NAB

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Clear Channel Hearings Are Resumed

Maximum of Two Weeks Is Expected for All Of Proceedings

By RUFUS CRATER

WITH INDICATIONS that two weeks will be needed to complete the record, FCC's long-drawn clear-channel hearings resume today (Monday) for the final sessions after a lapse of more than a year.

The order of appearances was arbitrarily set by Comr. Rosel H. Hyde last Thursday at the end of a sometimes heated pre-hearing conference in which the two principal adversaries, clear-channel representatives on one side and regionals on the other, jockeyed for preferred position and never agreed on which should get the closing spot.

Comr. Hyde ruled that presentations should be in this order:

1. Representatives of educational groups and others offering non-technical information, to appear today. These witnesses, slated to include Gov. James Fulsom of Alabama, are expected to complete their testimony in one day, perhaps less.

2. Clear Channel Broadcasting Service to present affirmative evidence starting Tuesday, with an option as to presenting rebuttal testimony at that time or later. Louis G. Caldwell, CCBS counsel, who contended his group had prepared and was entitled to make its presentation all in one piece as the closing presentation, estimated three days would be required for direct presentation of all of its evidence, which will include some 130 exhibits.

3. Regional Broadcasters Committee to follow CCBS. Attorney Russell Rowell, speaking for RBC Counsel Paul D. P. Spearman, who was absent, said the regional group's presentation would require about four hours, perhaps less.

4. ABC, which estimated it would need 30 minutes.

5. KSL Salt Lake City, planning to take not more than two hours.

6. NBC, expecting to need a minimum of four hours.

7. CBS, which anticipated testimony requiring one hour.

8. Remainder of CCBS presentation if not completed in earlier appearance.

9. "Rebuttal by anyone."

Yet to be fitted into the schedule, probably sometime during the second week, is an estimated hour of testimony by WQXR New York. WHCU Ithaca indicated it might wish to appear.

Harry M. Plotkin, FCC assistant general counsel, estimated on the basis of the participants' plans that approximately one week would be needed for direct presentations and that this would be drawn out to a total of two weeks by cross-examination.

The conference developed into a sharp and sometimes bitter battle between the regional and clear-channel representatives, each seeking last position on the agenda, and with at least some of the networks arguing that they should be allowed to follow one or the other of the principal adversaries.

Mr. Caldwell contended, despite Comr. Hyde's denial, that the entire hearing is in effect a "show cause" proceeding against clear-channel stations, and insisted that CCBS should be allowed to wind up the sessions with a connected presentation of its case. Further, he declared, CCBS apparently is the only participant which plans to offer a definite plan for most effective use of channels and power.

Protesting that refusal to permit the clears to present all of its remaining evidence in one piece at the close of the hearing came as a "great surprise," he said

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Toni Leaps to $16,000,000 In 3 Years

Radio Getting Biggest Slice Of Company's Ad Budget

By FRED SAMPLE

IN THE HIGHLY complex, highly competitive billion dollar beauty shop business the name of Richard Neison Wishbone Harris is anathema. Mr. Harris is the former Yale tackle (class of '36) who, with his brother Irving leads the home permanent wave industry in the race for $35,000,000 of the annual $1,200,000,000 spent by the American woman for beauty's sake.

Even during the war years when success stories were commonplace, the Harris brothers' skyrocketing of a $5,000 investment would curl the hair on Henry Kaiser.

Now, in three years, by shrewd knowledge of his competition's major weaknesses, sound business sense, and the assistance of some of the best brains in advertising, the Harrises, as president and vice-president respectively of The Toni Co., St. Paul, have taken over more than 75% of the home permanent wave market and will have an estimated gross income in 1947 of $16,000,000 which shows every evidence of hitting $25,000,000 by 1949.

Class by Himself

Apart from the advertising claims of his 90 other competitors in the home permanent wave field, one thing puts The Toni Co.'s president in a class by himself. From the inception of the Toni Home Permanent Wave in 1944, Mr. Harris has poured close to 33 1/3% of every dollar taken in back into advertising.

Of the $3,500,000 it will spend for advertising in 1947, Toni will place approximately $2,500,000 into network radio. Today, with five network shows (the ABC *Breakfast Club*, 8-8:15 a.m., CST, Monday through Friday, and an NBC strip, 11-11:15 a.m., Monday through Friday are their latest acquisitions), Toni is the largest buyer of radio time in the beauty product industry.

* * *

Howard Bloomquist, Toni Co. advertising director.

Toni Co., agency and ABC executives agree on Toni sponsorship of Don McNeill's Breakfast Club *with participants in the deal including (l to r): Fairfax Cone, Foote, Cone & Belding, Toni agency; Neisen Harris, Irving Harris and Ed Boroff, general manager of ABC Central Division*

* * *

When Mr. Harris came up with Toni, one of the first cream wave-type home permanents, he set his prices up where the American woman felt she was getting a bargain without feeling her neighbors would sneer at her thriftiness. Today, Toni Home Permanent Wave comes in three models: Toni DeLuxe Kit, complete with plastic curlers, $2.00; Toni Kit, with fibre curlers, $1.25, and Toni refills (without the curlers), $1.00.

This is how Toni breaks down its advertising appropriation:

Meet the Missus (CBS Pacific Net) $50,000 and Toni's first venture into network radio. Daytime Strip — Dramatic Serial (not yet selected) (NBC) $950,000.
Give and Take (CBS) $400,000.
Ladies Be Seated (ABC) $800,000.
Mel Torme Show (NBC) $300,000.
Breakfast Club (ABC) $900,000.

The *Mel Torme Show* was purchased because Mr. Harris and Foote, Cone & Belding, Chicago, the Toni agency, have figures to prove that teen-agers are rapidly becoming converts of the home permanent wave. Few, they find, have the capital to invest heavily in beauty parlor treatment. And, as they grow older and continue to use Toni, the business will continue to expand. As men stopped going to the barber shop for shaves, Toni avers, so women will stop going to the beauty shop for permanents.

Toni's enormous expansion in the home permanent wave field and in advertising is reflected in the sales figures for the first year they were in business compared with 1947.

1946 Figures

In 1946, Toni did an estimated $5,000,000 in gross sales, spent $1,000,000 in advertising, $400,000 of it in radio.

In 1947 Toni is planning to spend $2,500,000 in radio, $800,000 in magazines, $500,000 in newspapers and $300,000 in dealer helps. The company and FC&B think they have every reason to expect advertising to take $5,000,000 in 1948.

Besides the Harris brothers, the Toni Co. can also boast of some of the most ingenious and aggressive men in the drug product business today. For Toni's sales director, Mr. Harris wooed Phil Kalech away from Pepsodent, where he was vice president and sales manager. For advertising director, he obtained Pillsbury Flour's Howard Bloomquist.

Working with these men are some of FC&B's best creative talent, headed by Leo Rosenberg as account executive, G. William Anderson, Jr., his assistant, and Jim Fonda, radio director in the FC&B Chicago office. Leo Rosenberg will be remembered by many radio pioneers as the first announcer on KDKA Pittsburgh and as the man who made history by announcing the results of the Harding-Cox election.

Like Participations

Both Mr. Harris and Mr. Rosenberg firmly believe in the audience participation program as one of the most effective means of reaching large masses of women (80% regularly permanent-wave their hair) on the air. They supplement this audience with color ads in Sunday supplements and magazines featuring the Toni Twins—a series of young lovelies, one of whom does and one of whom doesn't (more's the pity), use Toni. Both look alike but whereas Twin No. 1 went to a beauty parlor and spent $15 for her permanent, Twin No. 2 (the smart one) stayed at home and used Toni. The reader is asked to guess "which Twin has the Toni."

Basically, all of Toni's radio and printed copy is aimed at getting women from six to sixty to *try* the product—just once. After that, Mr. Harris knows that women's instinctive love of a bargain and the good results of the Toni will be their undoing.

Toni is approved by *Parents'* magazine and is looked on with favor by the FDA ever since the company (along with most of its competitors) substituted ammo-

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* * *

Louis H. Rosenberg, FC&B vice president and account executive.

FROM a $5,000 investment made three years ago, the Harris brothers have skyrocketed their Toni Home Permanent Wave business into a $16,000,000 concern. Toni has taken over 75% of the home permanent wave market. The firm plans to spend about $2,500,000 (out of a $3,500,000 advertising budget) on radio in 1947, with radio eventually getting more and more of the Toni dollar.

Contests Highlight Radio Week

Many Industries Taking Part in Promotion Campaign

TWO nationwide contests, thousands of special programs on stations and networks, and local meetings and broadcasts in every community in the nation will mark the third annual observance of National Radio Week Oct. 26-Nov. 1.

Dr. Studebaker

High officials in government and business life will participate in the series of events, comprising a radio promotional campaign unprecedented in the industry's history. Retailer groups and all types of civic and educational agencies are joining NAB, Radio Manufacturers Assn. and the U. S. Junior Chamber of Commerce in the celebration [BROADCASTING, Oct. 13].

Four scholarships valued at $500 each will be awarded jointly by NAB and RMA to the four national winners of the nationwide "Voice of Democracy" contest, jointly sponsored by NAB, RMA and the junior chamber. The contest is open to all students in the last three years of high school who write five-minute broadcast scripts on the subject, "I Speak for Democracy."

Praised by Studebaker

Dr. John W. Studebaker, U. S. Commissioner of Education, termed the contest "a vital national service at this crucial period of world history." The scholarship winners will be selected by a panel of prominent citizens acting as judges on the national level. Their awards will be announced at a dinner to be held in Washington in December.

Details of judging are being arranged by local chamber chapters, with radio dealers offering local prizes. Broadcasters have scheduled a series of five transcribed broadcasts by NAB President Justin Miller, providing background material for competing students.

Other Contest

In another contest to be conducted in the 17 NAB districts by the Assn. of Women Broadcasters of NAB, 17 radio-phonograph combinations will be awarded, each having a retail value of $250 or more, the AWB has announced. A grand prize of a deluxe console valued at over $500 will be awarded the national contest winner. Women broadcasters will conduct the contest over their respective stations. Listeners will be invited to write letters of 200 words or less on "What Is Your Favorite Program —and Why?" The contest is under supervision of Dorothy Lewis, NAB Coordinator of Listener Activity and AWB vice president.

National prize and a regional prize will be donated by RCA Victor Division. Regional prizes also will be awarded by Stromberg-Carlson Co., Motorola Inc., Westinghouse Electric Corp., Philco Corp., Hoffman Radio Corp., Stewart-Warner Corp., Crosley Division, Zenith Radio Corp., Farnsworth Television & Radio Corp., General Electric Co., Belmont Radio Corp., Bendix Radio Division, Emerson Radio & Phonograph Corp., Majestic Radio & Television Corp., Sonora Radio & Television Corp., Sparks-Withington Co. (Sparton).

Dr. Studebaker described radio as "a powerful instrument in our democracy. It is the tool of a people who value highly our traditional freedom of speech. In sponsoring this contest among high school students, radio once again will prove its potential as an educational force. It will be performing a vital national service at this crucial period in world history, in bringing the minds of our youth and adults back to the fundamental rights we enjoy in our representative government.

Link With Education

"The link between radio and education is one which we must forge more strongly in the public service. Radio and education are complementary. Radio can strengthen its service through education, and our schools can give added vitality to the curriculum by utilizing radio. Together, broadcasters and educators can work for more understanding and responsible citizenship in our democracy."

Among novel features will be the Vox Pop broadcast on ABC, Oct. 29, keyed from St. Louis. The program will present high school students in informal previews about their ideas on democracy. Each will be asked how many radios he has at home, then how many rooms are in the house. A radio will be awarded each student for each non-radio room in his house. Dealers will have tie-in promotion with the local ABC stations.

Hearst Subpoena Is Requested of FCC

Pearson - Allen Take Action For Hearing with WBAL

COUNSEL for Drew Pearson and Robert S. Allen asked FCC last Thursday for a subpoena for William Randolph Hearst, chief owner of WBAL Baltimore, in anticipation of FCC's Nov. 3 hearing on WBAL's renewal application and the Pearson-Allen bid for the station's clear-channel facilities.

Marcus Cohn and Leonard Marks, attorneys for Messrs. Pearson and Allen, had disclosed in an FCC pre-hearing conference on Wednesday that they would make the request after lawyers for WBAL reported that they did not intend themselves to summon Mr. Hearst. FCC Comr. Rosel H. Hyde, designated to hear the case, said then that he would rule on the request when it is formally presented.

Unable to Appear

William J. Dempsey, representing WBAL, said even if a subpoena were issued Mr. Hearst would be unable to appear at the hearing, because of his health, and that his testimony would have to be taken by deposition. WBAL was represented by Mr. Dempsey and his law partner, William C. Koplovitz and Thomas P. Littlepage Jr. of the firm of Littlepage & Littlepage.

Messrs. Pearson and Allen several months ago asked whether FCC intended to require Mr. Hearst's attendance but were told by the Commission that "each of the parties" should prepare its own case without regard to any presentation FCC might make [BROADCASTING, Dec. 30, 1946].

Set Makers Step Up Production Of Receivers With FM Circuits

SET manufacturers have stepped up production of sets with FM circuits to meet growing public demand, with output of low-cost AM-FM sets rising rapidly in line with a request of the FM Assn., Paul V. Galvin, chairman of the Set Division of Radio Manufacturers Assn. told the RMA's fall conclave in New York last week.

Mr. Galvin said the Division's Executive Committee had considered the FM problem and that every possible step had been taken to stimulate increased production, especially in the low-cost category.

Industry leaders attending the RMA conference in private and informal estimates predicted a 1948 production figure between 12,100,000 and 15,300,000 for all types of receivers, including television, and that production of tubes in 1948 would be about 167,000,000.

A special committee to investigate discrimination against television owners was formed because of the recent development in two Connecticut towns where set owners have been charged extra on electric bills. The RMA Board of Directors authorized President Max F. Balcom to appoint the committee. The extra charge in Wallingford was $2.50 a month; and in Norwich it was $1.26. The Wallingford rate was approved by the Connecticut Public Utilities Commission.

The RMA Engineering Department pointed out that examination of 15 television sets shows the demand and power factor of such receivers is comparable to that "of many domestic appliances whose wide range at normal rates effectively destroys any sound basis for distinctive rates for television receivers."

As a matter of principle, the Association authorized its general

(*Continued on page 73*)

1889 Emile J. Gough 1947

EMILE J. GOUGH, 58, a veteran Hearst radio and newspaper executive, died in San Francisco on Oct. 14.

Mr. Gough began his newspaper career on the *San Francisco Evening Post* in 1907. He became managing editor of the *San Francisco Call-Bulletin* in 1920. He later was named to a post as director of the west coast division of the Hearst Radio Enterprises and subsequently headed the entire Hearst radio system. He resigned from the Hearst organization in 1937.

Mr. Gough

In 1938 he joined SESAC as field representative. Later he was appointed general manager SESAC with offices in New York. He retired last year and moved to San Francisco, where he was living with his wife, Mrs. Mary Elizabeth Brennan Gough.

Besides his widow, he leaves a son, Dr. Emile J. Gough, Jr., of Stockton.

AWB 2nd District Meets In Albany This Weekend

A DINNER for Alma Kitchell, past president of the Assn. of Women Broadcasters, will open a meeting of the AWB's Second District at the DeWitt Clinton Hotel, Albany, N. Y., Oct. 24-26.

Saturday morning speakers are to include: Michael R. Hanna, manager of WHCU Ithaca; Sally Work, WBEN Buffalo; Neil Moylon, N. Y. State Radio Bureau; Jane Todd, N. Y. Dept. of Commerce, and Mary Margaret McBride, WNBC New York commentator. Mrs. Thomas E. Dewey, wife of New York's governor, is to be a guest at Saturday's luncheon.

Nearby Towers Disrupt DA Patterns

CBS Complains to FCC On WTOP; Other Cases Cited

POSSIBILITY that a new and perhaps far-reaching technical problem has arisen out of the postwar influx of new stations of all categories was seen last week, as CBS told FCC that adjacent antenna towers may make it impossible for WTOP Washington to give the required protection to KSTP St. Paul, on the same channel.

Although Commission officials were reluctant to comment until they could make a detailed study of the network's complaint, it was estimated in some FCC quarters that, conceivably, "50 to 100" stations in other areas may be involved in similar situations.

Meanwhile, Everett L. Dillard, president of FM Assn. and owner of WASH(FM) Washington, one of the stations named in the CBS complaint, insisted that many factors beyond FCC's control, not towers alone, may serve to throw directional patterns out of kilter. He said the result may necessarily be a relaxation of existing standards of protection.

Problem of WTOP

The WTOP problem, according to CBS, which called it "unusual" and "not of common occurence," is that signals of the network-owned station are or would be re-radiated from the towers which other stations have been authorized to erect in the vicinity of WTOP's. The result, CBS declared, is that WTOP's directional pattern may be distorted and its radiation toward the skywave service area of KSTP may greatly exceed the maximum permitted under the Washington station's license. Both WTOP and KSTP are on 1500 kc, a Class 1-B clear channel, with 50 kw.

CBS cited five stations which have or plan to have towers near that of WTOP. It asked FCC to issue stay orders against their use of such locations and to institute proceedings for modification of their grants or licenses. The "cumulative effect" of re-radiation from "any two or more" of the towers, CBS said, may render it impossible to meet the requirements for protection of KSTP.

Stations Cited

The stations cited were WGAY and WGAY-FM Silver Spring, Md., whose common tower is the only one already built in the Wheaton, Md., area where WTOP's are located; WASH(FM) Washington, which is currently in operation on an interim basis from another location; and WHMB(FM) Washington and WHIP(FM) Silver Spring, which are not yet on the air.

The station's formal replies have not been filed. But Mr. Dillard, an engineer as well as WASH owner, contended that some re-radiation would result from any structure containing steel that might be erected in the vicinity, and that other factors, such as power lines, might create the same problem. He pointed out, for example, that a water-tower has been erected about 1.4 miles from the WTOP array and said WTOP's attenuated field at this point is about 280 millivolts per meter, "which is higher than that at the WASH tower sites."

Another contributor to the complexity of the problem, the stations felt, is the frequent requirement of the Civil Aeronautics Administration and local zoning boards that towers be grouped insofar as possible. In view of this, and in line with his argument that many factors outside FCC jurisdiction may result in directional problems, Mr. Dillard said the ultimate outcome may be that present standards of protection will have to be relaxed substantially.

"Why," he asked, "should the new service, which expects to take over the old and do a better job, be held back to protect the old because of its technical limitations?"

With respect to the WTOP case, Jay W. Wright, CBS chief radio engineer, told the Commission in a sworn statement that "although it might be possible through experimental processes to minimize the interference due only to WGAY [by adjustment of the WTOP directional], it would probably not be possible from a practical point of view to compensate for re-radiation from the additional stations [by this method] because of the cumulation of uncontrollable effects from the several sources."

Mr. Wright suggested that the problem with respect to WASH and WHMB—no tests were conducted on the basis of WHIP antenna plans—might be "minimized" by sectionalizing each of those structures into two or more insulated segments. He indicated that

(*Continued on page 78*)

FCC Again Denies Renewal; WORL Plans Court Appeal

A COURT APPEAL by WORL Boston was regarded as a virtual certainty last week, after FCC reaffirmed its decision to deny the station's application for license renewal.

Acting exactly one week after hearing reargument of the case [BROADCASTING, Oct. 13], the Commission by a 5-to-1 vote ruled that "no sufficient reason has been advanced for departure" from the original decision to deny renewal on grounds of concealment of ownership [BROADCASTING, April 28].

Comr. E. K. Jett renewed his original dissent, reiterating that the identity of the station's owners had been known to the Commission, that no motive had been found "for not reporting the extent of the holdings of two stockholders," and that in his opinion the record did not support "the finding that any of the parties are guilty of having made willful misrepresentations."

Comr. Rosel H. Hyde did not participate in the decision. In the decision last April the vote was 3 to 1, Comrs. Hyde, Paul A. Walker, and E. M. Webster not participating.

Except for a paragraph relating to extension of WORL's license on a temporary basis, the April decision was reaffirmed in its entirety, including dismissal of a pending application for the sale of WORL to Bitner Broadcasting Corp. for $200,000. Several applications for WORL's facilities—950 kc, 1 kw, daytime—are pending before FCC.

The station is owned by Harold A. Lafount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys.

There appeared to be no doubt that WORL would take the case to court. The station is currently operating on a temporary extension of license to Nov. 30, and, if a further extension is not granted, is expected to seek a stay order to prevent deletion pending disposition of the appeal. The appeal would be to the Court of Appeals for the District of Columbia.

Court Denies Plea In Fight for 1530 kc

Stanton Had Requested Action Against Losses

U. S. Court of Appeals for the District of Columbia refused last week to vacate the stay order it had granted to WCKY Cincinnati against the FCC grant to Patrick Joseph Stanton for a new 10-kw daytime station in Philadelphia on WCKY's 1530-kc 1-B channel [BROADCASTING, Apr. 28].

In rejecting Mr. Stanton's request for dissolution of the order, the court also denied his alternative requests for modification to permit completion of his station or for a requirement that WCKY post $75,000 bond to indemnify him against revenue losses in event WCKY's appeal is finally denied.

Daytime Interference

The WCKY appeal, for the pendency of which the stay order was issued, is based on claims that the proposed Stanton operation would subject the Cincinnati station to objectionable daytime skywave interference, which is not now recognized by FCC's standards. The Court has not yet decided this appeal or those of several Class 1-A clear-channel stations protesting similar FCC grants authorizing daytime duplication of clears.

Nor has FCC itself issued a decision on the hearing held early last summer to determine the characteristics and effects of daytime skywave [BROADCASTING, June 9]. It did deny last week, however, a petition of Wolverine State Broadcasting Service, of Detroit, for exemption of a Wolverine application from the policy of not acting upon applications for daytime use of U.S. 1-A and 1-B channels until the skywave decision is issued.

FCC Upheld by High Court in Appeal By Mester Bros. on WOV Acquisition

THE U.S. Supreme Court last week dismissed the Mester brothers' appeal from the March 1946 FCC denial of their proposed $300,000 acquisition of WOV New York, but a petition for re-hearing appeared likely.

In its action, the Supreme Court granted an FCC motion to dismiss the Mesters' appeal from the decision of a special three-judge court in New York upholding Commission denial of the application. It did not hear argument on the case. Under court procedure, the Mesters may now ask for re-hearing, and spokesmen for their Washington counsel, the law firm of Segal, Smith & Hennessey, said this petition probably would be filed.

The Mesters—Murray and Meyer—were turned down by the Commission in their proposal to buy controlling interest in the station from Arde Bulova and Harry Henshel on grounds that they are unqualified to become licensees.

Mr. Henshel's subsequent application for acquisition of Mr. Bulova's interest in the station for $400,000 plus 60% of net current assets [BROADCASTING, March 10] meanwhile has been withdrawn. Spokesmen said it was not known whether it may be submitted again. Under FCC's duopoly rule, Mr. Bulova must dipose of either WOV or WNEW, which he also controls. WOV operates on 1280 kc with 5 kw, while WNEW is on 1130 kc with 10 kw.

If the Patient Is Sick—A Prescription

Prof. Chafee Offers New Two-Volume Study On Freedom

Government and Mass Communications. By Zechariah Chafee Jr. 2 vols. 1,291 pp. Chicago: The University of Chicago Press. $7.50.

THE strongest assurance which radio "can have against governmental encroachment is the vitality of its service to the community."

With those words Prof. Zechariah Chafee Jr. sums up his study, *Government and Mass Communications*, a two-volume report from the Commission on Freedom of the Press.

All in all, Professor Chafee, vice chairman of the Commission, takes a more tolerant view of the "press" (in all Commission reports the term press includes radio, newspapers and the movies) than do some of his distinguished colleagues.

Proceeds With Caution

He sees a possible value in some government control should any of the means of mass communication, including radio, overstep the limits of their responsibility to the public, but feels inclined to wait until he is certain the patient is sick before prescribing a cure.

A parable told by the professor illustrates the point. "When the social building of the students at Brown was finished, the committee in charge long deliberated where it would lay the new concrete walks to the doors. Finally, the chairman suggested: 'Let's wait a while and see where the boys make paths across the grass. Then we'll put the concrete along their paths.'" Mr. Chafee seems willing to go slowly with recommendations of governmental limitation.

Previous reports (this is the eighth from the Commission or its members) were often less optimistic about the final need for federal control. *The American Radio*, by Llewellyn White, assistant director of the Commission, was an admirable collection of facts about the medium seen through what was described by one reviewer [BROADCASTING, March 31], as a "pink haze." Freedom of the Press, seventh report, written by William Ernest Hocking, saw the need for more than a little censorship [BROADCASTING, Aug. 4]. Others of the series viewed radio with the same alarm.

Deals With FCC

Radio's position seems to leave Professor Chafee unperturbed. He outlines it at some length along with the positions of all of the other media. His preface to the book points out that since "some domestic matters like motion pictures and the radio form the subject of other special studies published by the Commission, I have tried to avoid duplication." But he finds room in his voluminous report (1,291 pages) to deal with the role of the Federal Communications System in broadcasting.

Professor Chafee, it should be explained, has taught at Harvard Law School since 1916 and is now Langdell Professor of Law. He was recently appointed American Representative to the United Nations Subcommission on Freedom of Information. With his law school background it is not surprising that the book does an admirable job of summing up, lawyer fashion, the present relations of the governmental powers to limit or suppress discussion. He points out that at present there is little governmental activity among media except for that exercised by the FCC. He believes such control is necessary in so far as policing the available radio frequencies is concerned, but admits even this is an opening wedge in the thinking of many who wish to further government controls.

"Whatever makes the government more active in one respect about communications opens opportunity for further activity in other respects," he says. As an example the FCC is "mainly occupied with keeping the channels open, but, in so doing, it has been confronted with delicate problems of awarding frequencies to A or B with some attention to the content of their programs. 'If A is happy, B is not,' and B runs the risk of being put off the air for what he says. Thus far the Commission has suppressed virtually nothing, but the risk remains."

Warns Against Prejudice

Professor Chafee warns against the tendency of so many critics of radio to think that the government should limit or control some particular phase which they themselves dislike. He points out that if the FCC should limit the "commercial" in each broadcast to ten seconds at the start, his first impulse would be to cheer, "yet the implications of such a ruling for administrative dictation of contents would be very serious."

He concludes: "Even though the self-righting process clanks along pretty jerkily, I am far from ready to abandon the case against abridging the freedom of speech," and again "there is some risk that the American people will lose sight of the evils of a government-controlled press." "The point is that unwise state activity must be steadily resisted, because otherwise it is likely to come to pass in response to numerous conditions of the United States today. The First Amendment is a gun behind the door which must never be allowed to rust."

Means of Communication

Summarizing the radio aspects of government relations with radio, the writer points out that always political leaders have had to find a way to communicate with the people. Lincoln took the opportunity of Gettysburg to make an important declaration of policy because it was an occasion which drew men together. Wilson used to make declarations to small groups visiting the White House because he knew that they would be picked up by newspapers and read everywhere.

"The radio," says Mr. Chafee, "has changed all this. Unfortunately, its great merits were first appreciated by unmeritorious leaders. Still, not many years elapsed before Roosevelt and Churchill realized that a statesman at last had what he had always needed—a direct road from his mind to the minds of millions, open for use almost the moment his thoughts were matured."

The Commission member warns that radio leaders have "frequently been inclined to glory in the fact of protection [of freedom of speech] without bothering about what is protected. Many of them have behaved as if the First Amendment were a high board fence behind which they could hide and do whatever questionable acts they pleased . . . the more newspapers and radio allow advertising miscellany to swamp news and ideas, the greater the risk of losing some of their privileged position . . . Freedom exists to enable the press to perform its essential task of dispensing news and ideas. The press cannot do this well unless it is largely independent from control by its more powerful associate—the government. Any joint enterprise, to be successful, requires such mutual independence among its principal members."

Three Books

Government and Mass Communications is divided into three books. The first deals with the use of governmental powers to limit or suppress discussion, which in turn is divided into four sections. These include the protection of individual interests against untruthful and unjustifiable publications; protection of common standards of the community; protection against internal disorder and interferences with the operation of the government and protection against external aggression.

The second book takes up the general subject of affirmative governmental activities for encouraging the communication of news and ideas which in turn is divided into the provision of essential physical facilities accessible to all; traffic regulations; applications to the press of general legislation and legislation specifically designed to promote the economic freedom or quality of communications.

Government in Communications

The third part takes up the general subject of the government as a party to communications.

The Commission on Freedom of the Press is operated under a grant made by Time Inc. and Encyclopaedia Britannica Inc. tc the U. of Chicago. While the report is by Professor Chafee, he says, somewhat ingeniously, in the preface that "although no one but myself is responsible for the specific statements in this book, the credit for whatever anybody likes in it belongs mostly to the whole Commission." It is evident, in spite of this disclaimer, that Professor Chafee approached his study with a more open mind than did some of his colleagues. *Art King.*

Facts, Not Figures

THOUGH NAB had eight Powers models assisting in the Atlantic City convention session on radio management problems, the serious side of the meeting wasn't neglected. Over 500 requests have been received by J. Allen Brown, head of the NAB Small Market Stations Division, for text of the seven speeches delivered during the session. The speeches cover key problems in station management, from the small market viewpoint.

WHEN AL JOLSON took over as star of weekly NBC *Kraft Music Hall*, top executives of the sponsoring firm and the agency servicing account were on hand for initial broadcast. L to r: John U. Reber, vice president in charge of radio for J. Walter Thompson Co., New York; Mr. Jolson; Jack Platt, vice president and advertising manager of Kraft Foods Co., Chicago; Jack Galbraith, NBC account executive.

Horse Race Ruling Sought By WWDC

Station Wants FCC's Assurance On Broadcasting Results

WWDC Washington asked FCC last week for assurance that it won't jeopardize its AM and FM licenses by broadcasting horse-racing information "while such information remains available to other stations serving the Washington area."

The request for a declaratory ruling on the subject came a week after the Federal Trade Commission had ruled that FCC, not FTC, has jurisdiction over WWDC charges that WGAY Silver Spring, Md. is engaging in unfair competition by carrying horse race results [BROADCASTING, Oct. 13].

WWDC's petition conceded that its own FM grant may have been premised upon modifications the station had made with respect to the use of broadcasts on horse racing. But, the station said, three other Washington area stations are carrying race results—WOL Washington, WEAM Arlington, Va., and WGAY.

Cites Unfair Competition

Thus unfair competition is encouraged, WWDC argued.

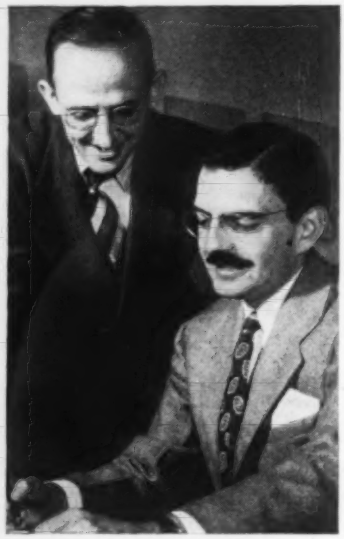
It expressed belief that all grants in the FM case in which WWDC was involved were based on "all of the evidence." The station contended that WOL reported then that it had discontinued daily race results regarding "scratches, post time and prices paid," but said that WOL subsequently "reinstituted" the broadcast of "full and exhaustive information" on races.

"The Commission has tacitly, and it is believed without intent, contributed to the existence of a situation wherein [WWDC] cannot use methods of programming employed by its competitors without jeopardizing the very authority by which it operates its broadcast stations," WWDC declared.

General Opinion Not Asked

The station said it did not ask for a "general opinion" on whether programs of race results are in the public interest. It said it would prefer to have such programs banned for all stations, but, as second choice, would like to be able to carry such information "as may be necessary to preclude the further loss of listening audience and advertising revenue."

The petition, filed by Thomas N. Dowd of the Washington law firm of Pierson & Ball, contended that a large group of listeners is interested in all sporting events, including horse races, and conceded that such information may be put to some illegal use by "the betting element." It is necessary in each case, the station declared, to weigh the legitimate public-interest against the possible injury resulting from illegal use.



GEORGE HATCH (r), president and general manager of Intermountain Network, completes arrangements with UP Bureau Chief Murray Moler for UP world and national news coverage for the 17-station regional network.

Major Media Doing Top Job, Manly Tells Pacific AAAA

REFUTING the so-called "rising advertising costs," Merle W. Manly, chairman of AAAA Oregon chapter and secretary-treasurer of Botsford, Constantine and Gardner, Portland, declares that "major media of the Pacific Coast, like those nationally, by and large deliver more value per dollar today than before the war."

His remarks were made at the Pacific Council AAAA convention, held at Yosemite National Park, California, Oct. 12 to 15. "This situation is a challenge to advertising agencies to show advertisers that lower unit media costs of 1947 offer aggressive manufacturers and merchants greater sales development opportunities than ever before," he said.

Radio Speakers

Speakers concerned with radio specifically were Judge Justin Miller, NAB president, who reviewed BMB's accomplishments, and Norman R. Tyre, Hollywood attorney specializing in radio, who covered the human aspect of radio contracts. Mr. Tyre reminded the advertising men that they must "at all times keep in mind that it is not only necessary to secure comprehensive and conclusive contracts but it is equally necessary to recognize they are dealing with highly-talented and sensitive individuals whose income outside of radio is in the high-income tax brackets."

He warned that "option contracts can be instruments of treachery from the advertising agency's point of view if they are left to oral arrangements or incomplete temporary letter agreements."

Viewing overall agency operations, Melvin Brorby, AAAA director-at-large and vice president of Needham, Louis and Brorby, Chicago, made two key points: "That the agency business can and should be more professional than it often is" and "that there is no reason why there cannot be more security in the agency business."

Ferguson Named Chairman

Charles H. (Chuck) Ferguson, vice president and West Coast manager of BBDO San Francisco, was elected chairman of Pacific Council of AAAA and C. Burt Oliver, general manager of Foote, Cone and Belding, Hollywood, was made vice chairman. They will also serve on board of governors with Carl K. Tester, vice president and general manager of Philip J. Meany Co., Los Angeles; Warren E. Kraft, vice president and general manager of Honig-Cooper Co., Seattle, and Charles H. Develin, vice president and radio director, Joseph R. Gerber Co., Portland.

Carl Haverlin Testifies on Thomascolor During SEC Hearing in Philadelphia

CARL HAVERLIN, president of BMI, praised the Thomascolor system of photography in the fourth week of the Security Exchange inquiry into the proposed ten-million-dollar stock sale by the Thomascolor company.

Mr. Haverlin, a stockholder, director and assistant secretary of Thomascolor, testified at the Philadelphia hearing, that he bought 1,000 shares in the company by investing $12,500 during 1937-39. He explained he made the acquaintance of Richard Thomas, president of the company, when they became next door neighbors in Los Angeles. He saw Mr. Thomas working day and night over his invention, was intrigued and finally bought into the enterprise. "My original opinion as to the value of the Thomascolor system has increased over the years rather than diminished," said Mr. Haverlin who made it plain that he was not a technical expert. "I see greater virtues and values in it now than I did at the time I made the original investment."

Mr. Haverlin

Just as emphatic in an opposing viewpoint was the testimony of Paul J. Larsen, chairman of the television committee of the Institute of Radio Engineers, and newly-appointed associate director of the Los Alamos laboratory of the Atomic Energy Commission. Called as a government witness, Mr. Larsen discounted the value of the Thomascolor processes for television. He asserted the Thomascolor lens could not be readily installed on any standard TV camera or receiver and that the filters in the system cause a light loss too great for present TV cameras to overcome. He considered the TV color system developed by CBS and RCA better. Sessions the past week also featured a comparison of film shot in Rittenhouse Square, a park across from the SEC, by the Thomascolor process and a camera using Ansco film. Mr. Larsen claimed the Ansco product was better. Thomascolor company witnesses contended the opposite.

Outside the hearing room, Mr. Thomas claimed the test did show the speed with which his system would operate and that this was the main purpose of the demonstration as far as his side was concerned.

Mr. Thomas was expected to take the stand at week's end. Testimony in the case numbers about 2,000 pages.

Pilot Radio to Sponsor 'American Forum' on 20

PILOT RADIO CORP. New York (Pilotuner) effective Oct. 28 will sponsor *American Forum of the Air*, Tues. 9:30-10 p.m., on MBS in 20 cities. Program becomes available for local sponsorship on a cooperative basis in all cities other than those covered by Pilot.

This is said to mark the first time the program has been sponsored although it has been broadcast for 19 years as a public service feature. It is also the first network program venture for Pilot Radio. Grey Adv., New York, is agency.

Fast Work

RADIO played a featured role in last week's dramatic story of the Coast Guard rescue of 69 persons from a disabled flying boat, down in the North Atlantic. NBC stole a march on the other networks by putting the captain of the rescue ship on the air live via shortwave in the late (11:15 p.m.) edition of NBC's *News of the World* on Oct. 14. The *New York Times* front-paged the text of the broadcast next morning, quoting NBC, and other newspapers gave the network's part in the story similar play. CBS, ABC, and MBS recorded messages from the rescue scene in a pool arrangement and played the discs back in later news shows.

8,682

IOWA FAMILIES

(1 out of every 73 in the State)

TELL YOU EXACTLY HOW THEY LISTEN TO EVERY RADIO STATION THEY HEAR!

• *1947 IOWA RADIO AUDIENCE SURVEY DISCLOSES IMPORTANT RECENT CHANGES!*

Questioning a cross-section of families *in every Iowa county*, Dr. F. L. Whan of the University of Wichita has just completed his 1947 survey of the radio audience in Iowa—city, village and farm.

As for the past ten years, the 1947 Iowa Radio Audience Survey gives a scientific, over-all picture of *this year's listening habits and preferences.* In it you will find the data on which many important agencies and advertisers will largely depend for their 1947-48 radio plans in Iowa.

Using this Survey, you can determine the number of families who listen to radio at any given daytime quarter-hour period, the types of programs they like, the stations to which they listen. *You can determine, quickly and within very close limits, the value of every radio station heard in Iowa.*

This invaluable book will be mailed FREE to any advertiser, agency or executive who requests it, so long as the edition lasts. Because of paper limitations, we earnestly suggest that you reserve your copy *now*. Use the coupon *today*.

WHO for Iowa Plus!
Des Moines . . . 50,000 Watts
B. J. Palmer, President . . . Paul A. Loyet, Resident Mgr.
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

Electronics Park showing (middle foreground, l to r) Administration, Reception and Laboratory buildings; (center) cafeteria; (background, l to r) Transmitter, Specialty and Receiver divisions; (rear, l to r) service power station and boiler house. At extreme left, running east and west, is the rough grading for New York's new Super Thru-Way to run from New York City to Buffalo. Formal dedication is next spring.

* * *

GE's Elaborate Plant Near Completion

Electronics Park Is Last Word in Functional Design

ELECTRONICS PARK, 155-acre tract on the outskirts of Syracuse, N. Y., resembles a college campus more than it does the traditional factory. Finishing touches are now being applied to the $25,000,000 manufacturing plant that will be the headquarters of the General Electric Co. Electronics Division. Its nine buildings, where the company's AM, FM and television transmitters and receivers will be designed and produced along with other GE electronic equipment, are the last word in plant design, attractive without and functional within. When the landscaping has been completed the Park will be a showplace unique in the industrial world, GE proudly believes.

Dr. Baker, GE vice president.

Without waiting for the formal dedication next spring, the units are being placed into operation as rapidly as they are ready. The Transmitter Division building, first of the nine to be completed, is already producing AM and FM broadcasting transmitters as well as a line of two-way taxicab radios and work has begun on the video transmitters ordered by WGN Chicago and WOR New York for their television stations, with delivery scheduled for March and April, respectively.

Receivers Largest Unit

In the Receiver Division building, the Park's largest unit, 900 feet long by 450 feet wide, production lines were turning out 200 de luxe AM-FM combination receivers a day in late September, with a new line scheduled to start this month to produce about the same number of table models. Eventually there will be ten assembly lines, each with a peak output of 200 consoles or 800 table sets a day. Each line could turn out 100 finished video sets a day, too, but for the present all GE television receivers are being made in Bridgeport, Conn., where the three New York video stations can be tuned in to test the new sets. By the time the company is ready to move this operation to the new plant, it is hoped that there will be a video station in operation in Syracuse. If not, an internal video transmitter for testing purposes only will be set up inside the plant.

The Receiver Division building is already equipped with a motor generator room which can produce radio signals at a wide variety of frequencies for testing the various types of receiving units. Of double copper construction, the room is completely shielded from the rest of the building to avoid any leakage of the frequencies it generates. These are piped to the testing points through under-floor channels which are similarly insulated to prevent FM signals from leaking into the phonograph pickup testing point, or other costly mix-ups.

The Reception building, at the entrance to the Park, contains an auditorium seating 500. It is flanked by the Administration building and the Electronics Laboratory and behind it, roughly in the center of the campus, is the cafeteria, which can serve 600 persons at one time. Lunch bars are also set up in the various factory buildings for the convenience of the workers there.

The Specialty building, already in operation on government orders of electronic equipment, the Service building and the power station and boiler house complete the array.

Dr. W. R. G. Baker, vice president in charge of the electronics department and father of the plan on which the new plant was constructed, said that its value in attracting a higher type of worker is already apparent. The assembly lines composed of new employes, chiefly local girls, are already turning out products with a lower percentage of rejects than is normal for other GE plants, he stated, giving most of the credit to the improved environment offered workers by Elecronics Park.

A statistical summary of the Park's contents would show 155 acres overall, 30 acres under roof in the nine buildings whose construction was started in the fall of 1945 and is just about completed now. A hundred engineers and draftsmen spent a year on plans, turned out 500,000 blueprints.

Into the buildings went 7,000 tons of steel, 70,000 cubic yards of concrete, 1,180,000 "iron spot" brick, 28,000 fluorescent troffer type lighting fixtures—40-w for office, 100-w for factory. Buildings are roofed with pre-cast concrete slabs and built-up slag, slopes on office sections of sheet copper have indirect centrally controlled heating and air conditioning; floors are covered with mastic tile; offices are acoustically treated with sound absorbent ceilings.

Park contains more than 5½ miles of paved roads, 3½ miles of railroad. Two main parking lots have a capacity of 2,000 cars. Restaurant can feed 600 at a time. Auditorium seats 500. Substation has 20,000 KVA capacity. Three-boiler power house supplies heating and process steam through ¾ of a mile of tunnels. The peak number of employes will be about 6,000.

KFI-FM Underway

KFI-FM Los Angeles, with 3 kw on 105.9 mc, starts operation today (Oct. 20) with daily broadcasts from 3-9 p.m. (PST), according to William R. Ryan, general manager.

Interior of Transmitter building at Electronics Park.

Still waters run deep

Don't let that pond-like stillness fool you. Those quiet waters are not a sign of inactivity at the famous Bonneville Dam out in Oregon. Actually, it delights engineers. It means that virtually every drop of water behind the dam is being diverted through the generators to meet stepped-up power demands. It means maximum use of the falling Columbia River.

No, noise and thrashing around don't always mean something constructive or useful is being accomplished. Take radio in Baltimore. The station that does the job on sales in this 6th largest city does it quietly, easily and without much hullabaloo.

It's the successful independent, W-I-T-H, that delivers more listeners-per-dollar-spent than any other station in this big 5-station town.

Smart time buyers know this. They must . . . so many of them put W-I-T-H at the top of the list on so many accounts!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

WE DON'T WANNA MAKE THE GRADE (Ky.)!

Naw, mebbe we ain't eddicated, but we shore have learned a lesson or two. *One* is that there's just no sense in making an effort to reach Grade, Kentucky. Or any other of the Kentucky towns with high scholastic names and low economic ratings, like Yale or Omega (Ky.), for instance. But the Grade "A" area — now that's *different!* The Louisville Trading Area is cum magna mazuma — and does more business than *all the rest of the State put together!*

WAVE covers the Louisville Trading Area like a "mortar-board" covers a co-ed's cowlick. If you want a Degree in Kentucky radio, use WAVE — and *you'll pass!*

LOUISVILLE'S
WAVE

5000 WATTS • 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

FINAL PLANS for new half-hour Saturday night show sponsored by American Ace Coffee Co. on network of southern stations, with WSM Nashville as point of origination, are made by (l to r) Harry Stone, WSM's vice president and general manager; Dave Bubis, American Ace president; Edwin W. Craig, chairman of WSM board, and Roy Acuff, star of show. Program, launched Oct. 4, is aired at 7:30 p.m. (CST). Hedrick and Co., Nashville agency representing the coffee concern, reports that following list of stations already carrying program will be increased to 36 within a short time: WMSL WRGA WELO WGAU WDSH WWNC WTJS WKBY WSPA WNOX WKYB WBT WSM.

IMPORTANCE OF FM SERVICING STRESSED

PROPER FM training for servicemen is necessary if dealers are to realize full benefits from the new medium and if listeners are to get proper reception, Bill Bailey, FM executive director, told a city-wide dealer's meeting Oct. 15 at the studios of WGNB Chicago.

Pointing to the business advantages of selling sets with FM, Mr. Bailey warned that customers who buy new sets and then find out later they will not pick up FM will lose confidence in the dealer. He added that "people do have a way of talking about how so-and-so store gypped them by selling them an obsolete set."

Complaints have been received from broadcasters that FM sets are not working well in some areas, he said, telling of a Texas incident where a broadcaster personally realigned sets that had been knocked out of line in transit from the factory. "Don't neglect a service department," he suggested. "There's good money in it and you keep your customers happy."

Among other points Mr. Bailey advised dealers: Be sure to tell your customers about FM, and give them a demonstration; merchandise FM and display it attractively; don't sell yourselves short by refusing to recognize its potentialities as a money-maker; demand more FM sets from your distributor.

NBC RESEARCH Dept. has prepared a ten-page report titled "Hooperatings—An Outline of their Makeup and Meaning" for the information of its staff.

TRIAL BROADCAST
KMPC Allowed in L. A. Court For Murder Case

MARKING first time in West Coast history that a murder trial had been put on the air, KMPC Hollywood, in conjunction with KVOE Santa Ana, on Oct. 5 broadcast the dramatic Overell murder trial verdict and sensational circumstances surrounding acquittal of George Gollum and Beulah Louise Overell, direct from court room in latter city.

For finale of the long drawn-out trial, six microphones were placed throughout the courtroom; one on the judge's bench; two in front of the jury; one before the court desk; and two near attorneys' and defendants' position. With Clete Roberts, KMPC director of public affairs, and station Newsmen George Lewin and Lawrence Thor as aides, giving color on final proceedings, actual words of jury foreman and clerk of court were broadcast. Included were reading of the verdict as well as interviews with principals and leading figures in court proceedings.

Over a five-day period which started Oct. 1, KMPC devoted a total of 17 broadcasts, or 5 hours and 21 minutes, to coverage of Overell trial, with that station and KVOE having been given an "exclusive" by Superior Judge Kenneth Morrison.

WFOY St. Augustine, Fla., received two awards during the Religious Radio Workship contest for two of its religious programs. "The Parson and His Wife" received an award as "excellent family listening" and "Morning Meditations" was voted the best devotional."

AFTER YEARS IN COLUMBIA RECORDS' FILES

—they STILL speak for themselves

"Master safety disc No. 15B — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."

This is the brief, factual report by Columbia recording engineers on a test made to measure the lasting qualities of AUDIODISCS. In the photograph the two large bands show the orchestral recording made in 1939. Close to these are the unmodulated grooves cut this year.

One more convincing proof of a most important claim — *"AUDIODISCS do not deteriorate with age either before or after recording, and there is no increase in surface noise from the time of recording to playback or processing—whether it be a few days or many years."*

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

* REG U S PAT. OFF.

they speak for themselves **audiodiscs**

'Radio Theatre' at Top In Latest Canada Rating

FIRST PLACE among evening programs on Canadian networks in September national ratings of Elliott-Haynes Ltd., Toronto, went to *Radio Theatre* with rating of 30.8. Other top rating evening programs were: *Charlie McCarthy* 23.3, *Ozzie and Harriet* 16.1, *Fred Waring Show* 15.9, *Meet Corliss Archer* 14.8, *Album of Familiar Music* 14.2, *Take It or Leave It* 13.0, *Waltz Time* 12.6, *Music Hall* 12.2, and *Wayne and Shuster* (Canadian program) 12.0.

Daytime programs in September showed following ratings: *Happy Gang* (Canadian program) 16.2, *Pepper Young's Family* 12.9, *Ma Perkins* 12.7, *Lucy Linton* 12.4, and *Big Sister* 12.0.

Leading French language evening program was *Un Homme et Son Peche* 37.1, and leading French daytime program *Rue Principale* 22.2.

CITATIONS from the Navy for outstanding contributions to U. S. Naval Reserve campaign last spring are presented to star of RCA Victor radio show and two RCA Victor executives by Vice Admiral James L. Kauffman, commandant of Fourth Naval District [BROADCASTING, Oct. 13]. The recipients (l to r): Robert Merrill, Metropolitan Opera baritone featured in show; John K. West, company's director of public relations; Frank M. Folsom, executive vice president in charge of RCA Victor Division.

ACA Will Feature Radio At Convention Luncheon

RADIO BROADCASTING is to be featured at one of the three luncheon meetings at the 33rd annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, Oct. 29-31. Robert D. Swezey, vice president and general manager of MBS, will speak on Oct. 31 on the "Increasing Importance of Radio as a Force in Nation Building."

Forums at the three-day convention will deal with practical aspects of advertising, public relations and market research. Among important American speakers will be H. M. Shackleford, vice president of Johns-Manville Sales Corp., New York; Leonard E. Read, president, Foundation for Economic Education, New York; Wm. Wells, film production chief, United Nations, New York; Don Gill, Duane Jones Co., New York; Dr. Claude Robinson, Opinion Research Corp., Princeton, N. J.; Keith B. Powlison, Armstrong Cork Co., Lancaster, Pa.; L. N. Brockway, Young & Rubicam, New York; Dr. George H. Gallup, Audience Research Inc., Princeton, N. J.; Donald S. Frost, Bristol-Myers Co., New York.

ACA awards for outstanding advertising will be made at association's annual dinner Oct. 31.

1948 IER Will Be Held Apr. 30-May 3, Columbus

THE EIGHTEENTH Institute for Education by Radio will be held in Columbus April 30-May 3, 1948, it was announced last week by Dr. I. Keith Tyler, IER director, Ohio State U.

Dr. Tyler suggests that room reservations be made early at the Deshler-Wallick Hotel (Institute headquarters), Neil House, Fort Hayes Hotel or the Southern Hotel. Specifications and entry blank for the Twelfth American Exhibition of Educational Radio Programs will be mailed in November to all stations in U. S. and Canada. Closing date for exhibition entries is Feb. 1.

NEA Research Lab

RESEARCH laboratory to apply electronic discoveries to all phases of newspaper and communications work has been set up by NEA Service Inc. in Cleveland, newspaper picture and feature organization announced Oct. 10. The firm's new division, Acme Telectronix, will design and produce new telephoto and electronic equipment. Printing by newspapers of full color pictures same day they are taken is foreseen. Experiments are to cover telephoto, television, facsimile and other pictorial communication methods.

TWO WOR New York programs have been honored as best in their class by New Jersey State Fair in Trenton. George Carson Putnam's "Human Side of the News" was selected as the best news program and "Twenty Questions" won the quiz classification.

ANOTHER FIRST FOR WROL

✔ FIRST IN COVERAGE
✔ FIRST IN PROGRAMMING
✔ FIRST IN RADIO REPORTING

Allen Stout, left, WROL's Director of News and Special Events, receiving the "Distinguished Service Award" from the professional chapter of Sigma Delta Chi, national journalistic fraternity, for the most outstanding job of Radio Reporting during 1946. John Fulton of WGST makes the award.

Allen Stout's radio report over WROL evoked this comment from the Sigma Delta Chi Board of Judges:

"Allen Stout's broadcast direct from the scene of a gun battle between ex-GIs and politicians during the election campaign in Athens, Tenn., shows how radio can perform an important public service . . . he was able to impart to the listener enough of the excitement, the danger, and the ebb or flow of the battle to permit the listener to see, feel and hear the battle as it progressed. The broadcast undoubtedly ranks above most of the attempts of the armed services and radio correspondents to broadcast on-the-scene events as they took place in World War II."

WROL

KNOXVILLE, TENNESSEE

EAST TENNESSEE'S GREATEST COVERAGE

5000 WATTS
DAY AND NIGHT
WROL-FM 76,000 WATTS

JOHN BLAIR & CO., National Representatives

NBC FOR EAST TENNESSEE • 620 KC.

THOROBREDS

IN THEIR FIELDS

GATES builds two models in 250 watt A.M. Transmitters, so you have a choice in two price ranges.

We often hear, "The more expensive Gates Transmitters must be mighty fine, because the less expensive Gates unit we have performs beautifully."

The two 250 watt A.M. models are *thorobreds* with years of fine listener-getting service. Whichever model your engineer selects . . . Gates Standard or De Luxe . . he is choosing the finest.

More Gates 250 watt A.M. Transmitters have been bought by broadcasters since VJ day than any other model.

Whether you are building or remodelling your station . . . make your next transmitter a "Gates . . . the choice of the majority."

THE GATESWAY — YOUR WAY — TO BETTER BROADCASTING

GATES 250 WATT A.M. TRANSMITTERS
The 250C-1 and BC-250D

1922-1947
OUR TWENTY-FIFTH ANNIVERSARY YEAR

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

SALES BRANCHES: NEW YORK—HOLLYWOOD—HOUSTON—NEW ORLEANS—ATLANTA—MONTREAL

HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

Segments of how many states are included in the Memphis market area?

1. One state?
2. Two states?
3. Three states?
4. Four states?

Answer:

This two billion dollar market area embraces 76 counties in four states, Tennessee, Arkansas, Mississippi and Missouri! WMC in Memphis, the center of this, the largest trading area in the South, is your best buy, *by far.*

WMC "the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

NBC AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

CBC PROGRAM SESSION DRAWS FUTURE PLANS

LONG-TERM program planning, delayed broadcasts, training of producers and announcers were among chief topics discussed at three-day national program conference of Canadian Broadcasting Corp., held at Toronto, Oct 7-9. Scheduling of delayed broadcasts in eastern and western Canada in order to provide programs at suitable listening times in each of the five time zones was discussed in detail.

The meeting also reviewed relations between CBC and American Federation of Musicians and Assn. of Canadian Radio Artists Dr. Augustin Frigon, CBC general manager, reviewed present CBC financial position.

Attending conference were:

A. Davidson Dunton, chairman, CBC board of governors, Ottawa; Dr. Frigon; Donald Manson, CBC assistant general manager, Ottawa; E. L. Bushnell, director-general of programs, Toronto; Charles Jennings, general supervisor of programs, Toronto; Ira Dilworth, general supervisor of the CBC International Service, Montreal; Kenneth Caple, British Columbia regional program director, Vancouver; James Finlay, prairie regional representative, Winnipeg; Wells Ritchie, supervisor, press and information service, Toronto; E. A. Weir, CBC commercial manager, Toronto; George Young, supervisor station relations and broadcast regulations, Toronto; Charles Wright, manager, CBO Ottawa; H. J. Boyle, manager, CBC Trans-Canada network and acting manager Dominion network, Toronto; Marcel Ouimet, director of French network, Montreal; W. J. O'Reilly, program director, CBM Montreal; W. E. S. Briggs, maritimes regional representative, Halifax; Neil M. Morrison, supervisor of talks and public affairs broadcasts, Toronto; Fergus Mutrie, supervisor of farm broadcasts, Toronto.

CAB Directors Schedule Meeting for Oct. 27-29

FIRST meeting of the board of directors of Canadian Assn. of Broadcasters since the CAB convention at Jasper in June, and the first full directors' meeting since the report of the Canadian Parliamentary Committee was published [BROADCASTING, July 14], will be held in Toronto Oct. 27-29.

The directors will discuss steps to be taken for next Parliamentary Committee, which is to be an annual event now with a standing committee. CAB membership has been canvassed on this topic and also on what is to be done with CAB plans towards pressing for an independent regulatory body patterned on FCC.

Directors also will discuss date and place of next convention, forthcoming meeting with CAB officials on supplementary networks, association fees and assessments.

WJOC Underway

CONSTRUCTION has been started on WJOC, 1,000-w station on 1470 kc at Jamestown, N. Y. Studios and business offices will be located at 415 W. 4th St., Jamestown, with plant at nearby Busti. Station plans to take the air in early November. Permittee is Air Waves Inc.

A NEW VENTURE is launched in radio as Joseph Frazer (seated, l) and Henry Kaiser (r) begin sponsorship of *Newscope*, a world coverage news program to be heard four times weekly on Mutual beginning Nov. 4 [BROADCASTING, Oct. 13]. Standing (l to r) are Morris F. Swaney, president of Swaney, Drake & Bement, Chicago agency, and Edgar Kobak, Mutual president. Program marks entry of the Kaiser-Frazer Corp. and Kaiser Industries into coast-to-coast radio.

CBC, CAB WILL HOLD NETWORK POLICY MEET

CANADIAN network station policy is to be discussed at meeting of CBC officials, including Chairman A. D. Dunton and top program and commercial executives, and directors of Canadian Assn. of Broadcasters at Toronto, on Oct. 30. Effort will be made to set a basis for placing supplementary stations on CBC networks, consisting of CBC stations and CAB stations.

Due to CBC expansion policy of establishing 50-kw transmitters in each province, some basic Trans-Canada network stations owned by independent broadcasters will be dropped from Trans-Canada network. Whether these stations are to be taken on as supplementary stations to Trans-Canada network or are to become basic or supplementary Dominion network stations is one of the possible solutions to be discussed.

A standard policy for all of Canada must be set soon, it was pointed out, in view of early inauguration of new CBC 50-kw stations in Alberta and Manitoba.

To Discuss Reporting

DISCUSSION of problems encountered in reporting news for radio and publication will occupy important positions on the agenda of the Sigma Delta Chi convention in Washington Nov. 11-14. Sigma Delta Chi is a professional journalistic fraternity. David Lilienthal, chairman of the Atomic Energy Commission, is to be a featured speaker at the convention, headquarters of which are at the Hotel Statler.

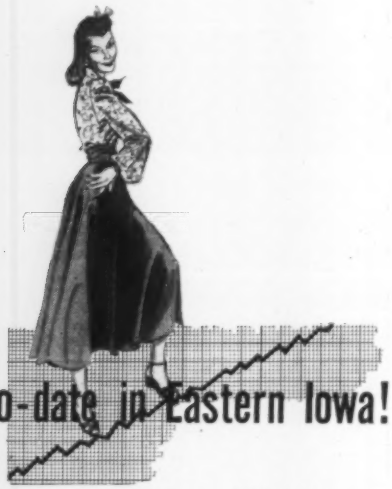
OUT OF respect to late former Mayor LaGuardia who was inspiration for role played by Gale Gordon, character of Mayor La Trivia has been discontinued on weekly "Fibber McGee & Molly Show."

ST. LOUIS NUMBER ONE TEST MARKET FOR TELEVISION

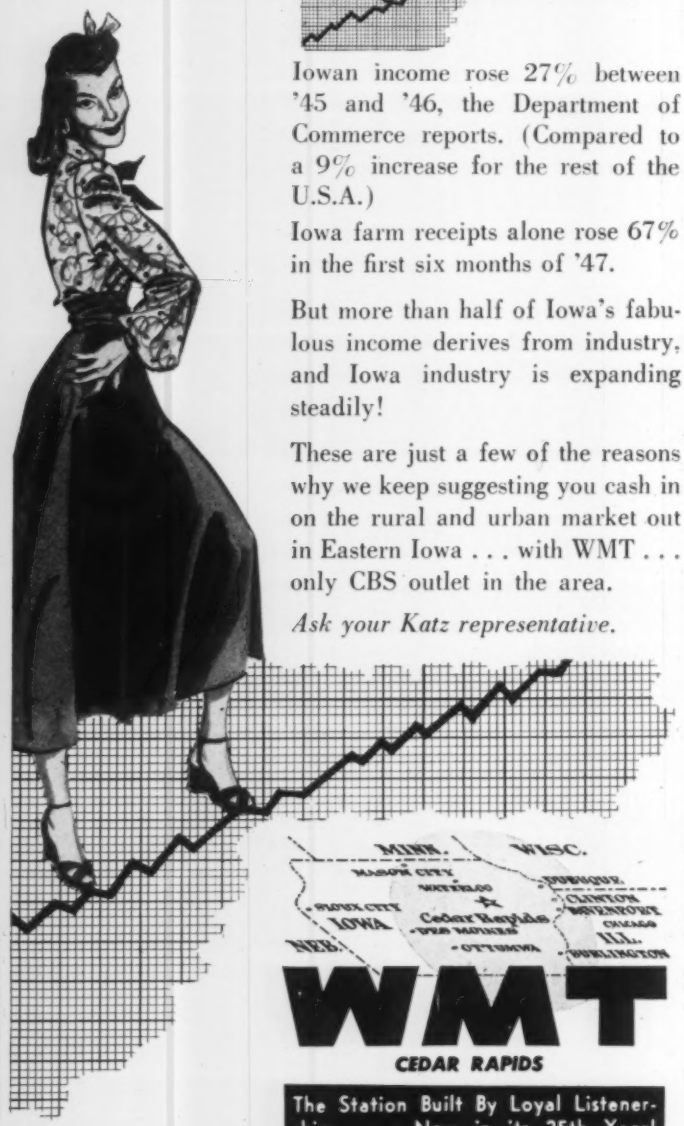
St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, high purchasing power and product-loyalty make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offer an outstanding opportunity for advertisers to start using television effectively RIGHT NOW.

For details regarding schedules and availabilities, write or call Free & Peters, Inc. or KSD-TV, the St. Louis Post-Dispatch Television Station, 1111 Olive Street, St. Louis 1, Mo.



Everything's up-to-date in Eastern Iowa!



Iowan income rose 27% between '45 and '46, the Department of Commerce reports. (Compared to a 9% increase for the rest of the U.S.A.)

Iowa farm receipts alone rose 67% in the first six months of '47.

But more than half of Iowa's fabulous income derives from industry, and Iowa industry is expanding steadily!

These are just a few of the reasons why we keep suggesting you cash in on the rural and urban market out in Eastern Iowa . . . with WMT . . . only CBS outlet in the area.

Ask your Katz representative.

WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 watts 600 kilocycles Day & Night
Member: Mid-States Group

KGGF, WHHM and KIUL Sales Come to Total of $742,000

APPROVAL of sales of three stations, whose considerations total $742,000, was granted by FCC last week. Consent was given to assignment of license of KGGF Coffeyville, Kan., from Hugh J. Powell to The Midwest Broadcasting Co. for $400,000; WHHM Memphis, Tenn., from Herbert Herff trading as WHHM Broadcasting Co. to Mid-South Broadcasting Corp. for $300,000, and KIUL Garden City, Kan., from Frank D. Conard to The Telegram Pub. Co. for $42,000.

At the same time the Commission approved assignment of license of WGRV Greenville, Tenn., from present partnership to new corporation in which Robert W. Rounsaville acquires one-half interest by gift.

Because of plans to retire, Mr. Powell, 70, sold his full ownership of KGGF to The Midwest Broadcasting Co., owned by Seaton newspaper-radio group. Fay M. Seaton, president, and his sons—Fred A. Seaton, majority owner of KHAS Hastings, Neb., vice president, and Richard M. Seaton, secretary-treasurer—are equal owners. The Seatons own the Winfield Pub. Co. Inc., Winfield, Kan., publisher of the *Courier;* the Seaton Pub. Cos. of Hastings, Neb., and Manhattan, Kan., publishers respectively of the *Tribune* and the *Mercury-Chronicle*, and the Coffeyville Pub. Co., Coffeyville.

KGGF is assigned 1 kw on 690 kc and has pending an application for increase to 5 kw on that channel.

WHHM Transaction

The WHHM transaction includes construction permit for WHHM-FM. Mid-South Broadcasting is composed of: George D. Wray, one-third owner of KTBS Shreveport, La., chairman of the board and 25% owner; P. E. Furlow, also a third owner of KTBS, president and 25%; Forrest Cate, part owner, vice president and general manager of Broadway Motors, Chattanooga, vice president and 10%; and C. K. Beaver, KTBS general manager, secretary-treasurer and 15%. Remaining 25% is equally shared by Sally Morris Loyd, Eugenia Morris Edwards and Florence Morris, each 6.66% owner of Frank's Body Works.

According to the application Mr. Herff is retiring from broadcasting because of his health. WHHM is assigned 250 w fulltime on 1340 kc.

Mr. Conard has divested himself of KIUL in order to devote fulltime to his other business interests, the Garden City application stated. The assignee publishes the *Daily Tribune* and is owned by Robert E. Reed and his family. KIUL is assigned 250 w fulltime on 1240 kc.

The WGRV transaction involves assignment of license from Greenville Broadcasting Co., partnership, to Radio Greenville Inc., a new corporation including the present partners and Mr. Rounsaville who has been general manager of the station. Mr. Rounsaville, owner of WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabethton and WKSR Pulaski, Tenn., receives 50% interest in the assignee as remuneration for his services and as incentive to continue as manager.

Radio Greenville, with Mr. Rounsaville as president, also includes Clyde B. Austin, vice president; C. H. Lyerly and James F. Corn, former partners in the assignor. WGRV is assigned 250 w on 1340 kc, unlimited.

Plans for Broadcasters' Assn. in Calif. Progress

FORMATIVE plans for California Broadcasters Assn. were concluded Oct. 13 at meeting in Los Angeles between Paul Bartlett, general manager of KFRE Fresno; C. L. McCarthy, vice president and general manager of KQW San Francisco; Calvin J. Smith, president and general manager of KFAC Los Angeles, and Don Tatum, organization's attorney. Interim board of directors, which will serve until general election in February, meets in Los Angeles Nov. 14.

Nine-man board consists of William B. Smullin, president and general manager of KIEM Eureka; Mr. McCarthy; Arthur Westlund, president and general manager of KRE Berkeley; Mr. Bartlett; William H. Bates Jr., general manager of KTRB Modesto; Mr. Smith; William B. Ryan, general manager of KFI Los Angeles; Harry Butcher, owner of KIST Santa Barbara; Thomas E. Sharp, president of KFSD San Diego.

SALE of receiving tubes by manufacturers increased sharply in August, Radio Manufacturers Assn. has announced, totaling 14,548,551 compared to 11,244,202 in July, or 129,155,185 for eight months. Of the August total 9,700,763 were for new equipment; 2,984,250 for replacements; 1,768,243 for export; 95,295 for U. S. agencies.

OFFICIALS BREAK GROUND for WFBR Baltimore's new FM transmitter. J. H. Trautfelter (l), vice president, and William Q. Ranft, chief engineer, consult the blueprints, while Hope Barroll, executive vice president digs in. WFBR will operate on channel 270, 101.9 mc, using a 10-kw transmitter.

About news and horses

Paul Revere's historic ride proved without a doubt that news and horses are a pretty hard team to beat. The combination is still good in 1947.

Take WBAP-570's noonday newscast with Larry DuPont and Magnolia Petroleum Company's flying red horse. Here, truly, is a proved "team for good going."

This six-day a week newscast has been a Southwest favorite for EIGHT YEARS, a fact that speaks amply for WBAP-570's great coverage, loyal listeners and lasting production.

Contact WBAP-570's Paul Revere (Free and Peters) today for the latest news on what your kind of program can accomplish in this rich, fast-growing Fort Worth-Dallas market.

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. Harold Hough, Dir. Keith Baldwin, Natl. Sales Rep. George Cranston, Mgr.

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234

New York: 444 Madison Ave. Plaza 5-4130

Chicago: 180 N. Michigan Franklin 6373

Hollywood: 6331 Hollywood Hollywood 2151

Atlanta: 322 Palmer Bldg. Main 5667

Detroit: 3463 Penobscot Bldg. Cadillac 4255

San Francisco: 58 Sutter Sutter 4353

Keeping Rates DOWN and Sponsors' Sales UP in the Detroit Area

5,000 WATTS at 800 Kc.

• Mutual System •

CKLW

J. E. Campeau, President

ADAM J. YOUNG, JR. INC.
National Rep.

H. N. STOVIN & CO.
Canadian Rep.

READY WITH A QUIP was *Vox Pop's* Parks Johnson (far l) when network, agency and sponsor representatives gathered for first New York broadcast of show over ABC Oct. 8. L to r: Mr. Johnson; Mark Woods, ABC president; Ralph T. Reed, president of American Express Travelers Cheques, sponsor of the program, heard Wednesdays 8:30-9 p.m.; John Bates, radio director of J. M. Mathes Inc., agency handling account, and Warren Hull, who with Mr. Johnson conducts the *Vox Pop* broadcasts.

Advertising Can Aid in Cutting Cost of Living, AFA Group Told

"THE DAYS of the seller's market are fast disappearing," Ira DeJernett, new governor of the five-state Tenth District of the Advertising Federation of America, told a convention of that group Oct. 10. Advertising consequently must be stepped up, he said, to meet an enlarged responsibility in the rapidly approaching buyer's market.

Mr. DeJernett

Mr. DeJernett, installed as AFA governor Oct. 10, is president of the Ira E. DeJernett Advertising Agency of Dallas. He is past president of both the Dallas Advertising League and the Southwestern Assn. of Advertising Agencies, and is currently a director of the latter organization. He was the 1946 recipient of the Dallas Advertising League's Most Valuable Member Award.

Pointing out that advertising, teamed with mass production, will prove to be one of the most effective means for putting the brakes on the rising cost of living, Mr. DeJernett outlined a seven-point program for unified action by the region's 15 local AFA clubs.

The program calls for the following objectives:

- Teaching and practicing of truth in advertising.
- Refraining from and discouraging advertising that is offensive or in bad taste.
- Improving the quality and effectiveness of advertising.
- Improving the standards of practices of the advertising profession.
- Providing educational facilities and job counsel for those seeking careers in advertising.
- Informing the public of the economic and social benefits of advertising.
- Improving advertising's service to the public generally.

"There's got to be a lot of selling during the years ahead," Mr. DeJernett told the group, "and since advertising has always done and will continue to do a large part of the selling job, it's up to those of us who plan and produce advertising to do a real selling job and improve the quality and effectiveness of advertising. Continued high production and employment depend largely on the job advertising does in the months to come."

Mr. DeJernett succeeds Richard Hale, advertising director of *Shreveport Times* as governor. Other officers named by AFA are: First lieutenant governor, Rex Preis, assistant manager of KTSA San Antonio; second lieutenant governor, E. Julian Herndon, advertising manager of *Arkansas Democrat;* manager, Alfonso Johnson, Dallas.

The AFA Tenth District is composed of Texas, Arkansas, Louisiana, Oklahoma, Kansas.

CBS' NEW SHORTWAVE ACTIVITIES ANNOUNCED

THE CBS shortwave department has taken over several additional phases of international broadcasting heretofore handled by the International Broadcasting Division (OIE) of the State Dept. [BROADCASTING, Oct. 13] according to an announcement last week by Edmund Chester, CBS director of shortwave broadcasting and Latin American relations.

Effective Oct. 1, CBS was directed to transmit programs in Dutch, Malay, Annamese, Siamese, French and English to the Far East, daily broadcasts in Spanish to Spain, and programs in English, French and Italian to other European listeners, Mr. Chester said.

The network also announced the appointment of Merrill C. Phillips as CBS shortwave program director. Mr. Phillips formerly was program director of English-language transmissions for the State Dept. Carlos Videla has been named editor of special programming in Spanish and Portuguese to Latin America. The staffs of the French and Italian-language sections have been enlarged to handle the increased volume of work.

'KROW Island' Is Site Of New 250-ft. Towers

"KROW ISLAND," located near the San Francisco-Oakland bridge in San Francisco Bay, will be the site of a new AM transmitter. Wilt Gunzendorfer, general manager of KROW Oakland-San Francisco, announced that the 20-acre island has been leased by the station from the Port of Oakland. Arrangements for the lease were made by Richard C. Bell, assistant to the general manager, and C. E. Downey, KROW chief engineer.

Construction of the new 250 foot towers will begin immediately. KROW was granted a construction permit in July for a power increase from 1 kw to 5 kw, day and night, on the same frequency of 960 kc.

Showmanship
– in Programming
– in Merchandising
– in Promotion
That's what keeps listeners tuned in
–and keeps KDYL advertisers happy!
National Representative
JOHN BLAIR & CO.
KDYL
SALT LAKE CITY
UTAH'S NBC STATION

How much *Sweat* in a Ton of Coal?

Everyone knows that coal mining is tough work. But few people realize to what extent modern mechanization has banished back-breaking labor from the job of mining our No. 1 fuel.

Farsighted mine management, stimulated by keen competition within the industry, has made enormous investments in such mechanized equipment as the *cutting machine,* which can block out 30 tons of coal for removal by a single blast; the *mechanical "shovel"* that loads mine cars with 6 tons of coal per minute; and the *electric mine railway,* which has replaced the mule car of other days, and which is run with the highly organized efficiency of a standard railroad.

Today, more than 90% of all bituminous coal mined underground is mechanically cut, and more than 50% is mechanically loaded. Only about 5% is mined by pick and shovel.

During the past 20 years, over 300 million dollars have been spent by the industry for mechanization equipment. And in the next 5 years even greater capital expenditures are planned for the same purpose.

As a result, this country's coal mines are the most productive—and pay the highest wages—in the world. Without recourse to government financing, America's bituminous coal industry was able to meet the unprecedented requirements of war, just as it is now meeting our country's stupendous peacetime demand for coal—as well as helping to rebuild the shattered economies of other nations.

★ ★ ★

Editors & Publishers! The Bituminous Coal Institute has recently published "Mining Towns," a book containing over 100 pictures of progress in coal mining communities. If you do not have a copy of this book or if you desire additional copies, do not hesitate to write and ask for them. We shall also be glad to send you on request the booklets: "Pertinent Facts About Coal" and "Glossary of Coal Mining Terms."

BITUMINOUS COAL INSTITUTE

815 Southern Building, Washington 5, D. C.
Affiliate of NATIONAL COAL ASSOCIATION

BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA

Number of Allocations for Television Is Questioned at Telephone Convention

CHARGE that the FCC thus far has relegated the necessity of frequency allocations for purpose of expanding radio-telephone and mobile service to a secondary position behind that of television was voiced last week by E. H. B. Bartelink, radio engineer of the General Telephone System.

Mr. Bartelink spoke at the 50th annual meeting of the U. S. Independent Telephone Assn. which opened a three-day session Oct. 14 at the Stevens Hotel, Chicago, with representatives of some 6,000 independent telephone companies.

"The FCC holds the key which can unlock the door leading to future developments in radio-television," Mr. Bartelink stated categorically, ". . . unfortunately, the FCC thus far has shown very little indication that it recognizes the pressing need for frequencies on the part of telephone companies, and it seems difficult to shake the impression that some others whose needs do not seem more urgent than those of the telephone companies have received more consideration."

The General Telephone System spokesman pointed out that, while FCC has proposed to assign 12 channels to television, it has suggested only three channels for telephone companies to handle the combined services of urban mobile, short distance toll and rural.

Mr. Bartelink questioned the number of television allocations at this time, saying that there was no proof that a television industry of that size would be needed "after the newness has worn off."

Characterizing the situation as one of "sharp contrast," he explained that in the telephone industry "the present known demand indicates a need for frequency assignments approximately five to 10 times larger than the present assignment in small cities and rural areas, and approximately 30 times larger for urban areas."

He emphasized that the commission has delayed its decision on future policies for mobile radio-telephone service, adding that proceedings on the question had been postponed three times during the summer. New date, he said, for hearing has been set for Dec. 8.

BELLS *are* RINGING *in* RICHMOND

ALL OVER RICHMOND AND THE SURROUNDING COUNTRYSIDE.....

YOU CAN HEAR THE **SWEET SOUNDS** OF THOSE RINGING (**CASH REGISTER**) BELLS.....RINGING UP MORE AND MORE AND **MORE** SALES FOR LOCAL RETAIL STORES...AND **YOUR** PRODUCTS.

WHAT'S DOING IT? **IT'S RICHMOND'S.....**

HIGH POWERED MONEY

(OVER $276,519,000 SPENT ANNUALLY BY MR. & MRS. JOHN Q. PUBLIC IN RICHMOND'S **GREAT TRADING AREA.**)

NOW....**TELL** THE STORY OF YOUR PRODUCTS TO **WRNL**ISTENERS' EARS. **SELL** YOUR PRODUCTS THROUGH **WRNL**ISTENERS' READY **DOLLARS!**

WRNL

910 KC RICHMOND, VIRGINIA 5 KW

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

Radio Barred

BARRING of radio, press and public from Los Angeles hearings of Congressional Committee on Un-American Activities which start today (Oct. 20) was protested by Bartley Crum, San Francisco attorney, and Robert W. Kenny, former California attorney general, in telegram sent to Rep. J. Parnell Thomas, committee chairman. Mr. Crum and Mr. Kenny represent clients who are to appear before committee at hearings.

AWARDS WILL BE GIVEN AT SCHOOL MEETING

ANNOUNCEMENT of citations in the annual School Use of Radio Competition will be made at the Tuesday (Oct. 28) luncheon session of the School Broadcast Conference at the Hotel Sheraton in Chicago. Conference's 11th annual meeting, led jointly by the Assn. for Education by Radio and the National Assn. of Educational Broadcasters, commences Oct. 27 [BROADCASTING, Oct. 13].

Simultaneous with citations announcement will be that of the recipient of the annual Award of Merit for Outstanding Service in the field of Educational Radio. Dr. Herold C. Hunt, general superintendent of Chicago public schools, will preside as principal speaker at the luncheon.

Various educational programs and their uses will be demonstrated during the three-day sessions.

ATOM BOMB SHELTER
McCormick Plans One With All —The Latest at WGN—

CHICAGO's first atom bomb shelter [BROADCASTING, Oct. 6] will be located in the basement of WGN, Col. Robert McCormick, publisher of the *Chicago Tribune* and president of WGN Inc. revealed during his weekly appearance on *The Chicago Theater of the Air*, Oct. 12.

Col. McCormick said WGN's sub-basement (situated 75 feet below the level of Michigan Avenue), had been chosen because it offered the best protection against A-bomb radiation. The shelter reportedly will have facilities for receiving and transmitting by AM, FM and television.

Employes would be prepared to live in the shelter for "at least 24 hours" in the event of a direct hit, the publisher said. Radium-resistant clothing will be supplied if such is available, plus an adequate supply of pineapple juice, which he said scientists had discovered is the best remedy for radium burns.

Richardson Is Assigned Shortwave Post at NBC

STANLEY RICHARDSON, formerly assistant to the vice president in charge of NBC's News and International Relations Depts., has been assigned to the network's international shortwave service, it was announced in New York last week.

Mr. Richardson

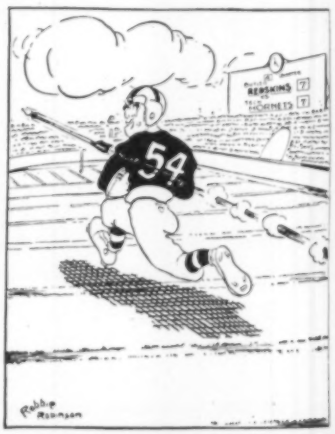
Mr. Richardson will be responsible for programming, administrative, and operational activities. Fred Bate, Mr. Richardson's International Division manager, has been appointed assistant to William F. Brooks, vice president in charge of news and international relations, and will be responsible for maintaining contacts with NBC's foreign affiliates and with other networks and stations abroad. Cal Abraham, International Division manager of Station Relations, will report to Mr. Bate.

Mr. Richardson has been with NBC since 1942, when he joined the network as London news director. His new post and Mr. Bate's become effective Nov. 1.

WOR Commended

WOR NEW YORK has been termed an "indispensable ally in the maintenance of high spiritual morale demanded by the exigency of the times" by the Rt. Rev. Charles K. Gilbert, Protestant Episcopal Bishop of New York. The commendation, presented on behalf of the Federal Council of Churches of Christ in America, was accepted by WOR President Theodore C. Streibert during the Oct. 4 broadcast of WOR's *Sunday Radio Chapel*.

CKCO Ottawa has installed new 5-kw daytime transmitter, using 1 kw at night with directional array, on 1310 kc, according to a report of Radio Branch Dept. of Transport, Ottawa. CKRM Regina has increased power from 1 kw to 5 kw on 980 kc.



"The WFDF Flint Sports Reporter says the Redskins pulled a surprise play."

MATCH *your distribution pattern with*

KSFO *'s Northern California Coverage*

Here's the wealthiest piece of territory in the United States. Match it city for city, county for county with your distribution pattern for Northern California. If it fits, like KSFO's listening area does, you're fortunate and should be selling plenty of merchandise.

In San Francisco alone, people earn more money and spend more money per capita than any place of equal size on earth. The rest of KSFO's remarkable primary area (0.5 mv/m) reaches 38 additional counties with a population of nearly 4 million people whose total cash income is more than 4½ *billion* dollars per year.

Do they listen to KSFO?...You bet your life they do! Over 50% of all KSFO's mail comes from the rural districts and smaller cities of its primary area. In cities like Stockton for example, except for one network station, KSFO programs enjoy a higher rating* than any San Francisco Bay Area station.

Yes, it's true cost-wise and coverage-wise, KSFO belongs on every advertising schedule planned to sell the Northern California market.

**Unbiased survey by Radio Workshop, College of the Pacific, 1947*

560 KSFO SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

Gives Program-Sponsor Insert Added Praise

EDITOR, BROADCASTING:

To show you how the average busy broadcaster reads, I took the program-sponsor schedule insert out of the September issue, saw the CBS ad on the back and assumed that it was a CBS service.

It wasn't until the October issue that I discovered you have added this fine contribution to your magazine.

I think this is one of the best services you can render, and one we have not had available since NBC stopped issuing their comparisons some years ago.

If there is any one recommendation I could make it would be to omit the red ink on the schedule double spread. This is eye-irritating for the fellow who pushes this under the glass on his desk or hangs it on the wall for ready reference. . . .

R. T. Mason, President
WMRN Marion, Ohio

* * *

'Grandfather Clause' Is Called 'All Wet'

EDITOR, BROADCASTING:

In regards to the proposed FCC license revision, I think the "grandfather clause" is all WET.

Why . . . ? I have seen, personally, many cases of operators in the grandfather category who obtained their tickets back in the days when the FCC requirements were a reasonable facsimile of their own signature, and who to this day do not know the difference between the tube and the carton that it comes in.

To be fair and square, all men who now have tickets (first class) should be placed in the same category.

Ten years experience does not always make an *experienced* operator in the newer techniques of broadcasting.

Merle D. Moore
Chief Engineer
Winchester Bcstg. Corp.
Winchester, Va.

* * *

WMOH Broadcast Meetings in 1946

EDITOR, BROADCASTING:

Judging from various articles and letters published in BROADCASTING recently, Station WMOH in Hamilton, Ohio, is apparently an old-timer in broadcasting City Council meetings. On Feb. 20, 1946, when the station was a year and a half old, we began broadcasting meetings of Hamilton's City Council direct from council chambers, and have carried the proceedings each first and third Wednesday evening ever since.

Just last Wednesday, Sept. 3rd, the proceedings in council chambers were carried from 8:00 to 10:30 p.m.—a stormy session over the granting of a bus franchise and issuance of bonds to expand the water works system.

Through the cooperation of sponsors in relinquishing their regularly scheduled programs, a special Council meeting on the same subject was broadcast on Monday afternoon, Sept. 8 from 4:30 to 6:00 p.m.

Many letters from listeners have attested their appreciation of being informed on the affairs of their city over the last year and a half.

Herbert G. Pabst
Managing Director
WMOH Hamilton, Ohio

* * *

'Broadcasting' Used In Wichita U. Class

EDITOR, BROADCASTING:

. . . For the past two years we have been using BROADCASTING Magazine in one of our radio classes as a text book.

. . . May I say that we have found your magazine the very finest medium for getting students acquainted with the radio industry and its problems. We greatly appreciate the courtesy of your paper in extending to us the privilege of its use at the reduced rate.

Dr. F. L. Whan
Chairman
Committee on Radio
U. of Wichita
Wichita, Kan.

* * *

WFDF Cites Pickup Made in 1927

EDITOR, BROADCASTING:

Inasmuch as you've left your mike-circuit open, may we creep in with our coupla cents worth?

We noted in the Sept. 8th issue of BROADCASTING, that several radio stations 'round the country are airing City Commission meetings. Dog-gone, the last thing in the world we want to do, is detract from the idea, but we're itching to tell you that WFDF Flint, did it too . . . 20 years . . . and sorry to say, we don't think we were the first with the idea, either.

But on April 11, 1927, WFDF broadcast the inaugural of Mayor McKeighan, in its entirety. Thousands of people assembled in the square, heard the proceedings thru a WFDF public address system, and immediately after the inaugural, the entire council meeting was broadcast. Moreover, for almost a year, beginning June 2, 1931, Station WFDF broadcast City Commission meetings every week.

A lot of radio-waves have hit the ether since then, but the idea's still good, isn't it?

E. A. Knopf
Program Director
WFDF Flint, Mich.

* * *

'Broadcasting' Termed Required Text Book

EDITOR, BROADCASTING:

Please enter subscriptions for the following students who are taking the course in "Broadcast Management," Radio 353 [11 names].

This BROADCASTING magazine is a required text of all student who take this course, and it is our understanding that the student rate applies.

Storm Whaley
Vice President
John Brown U.
Siloam Springs, Ark.

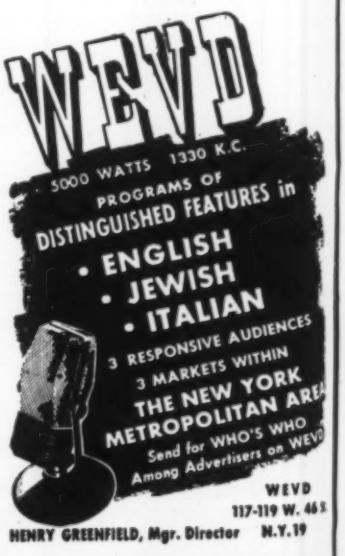
* * *

KCOL Manager Attacks Plan to Ban 'Give-Aways'

EDITOR, BROADCASTING:

NBC has Jack Benny . . . KCOL has *It Pays To Listen.* Each is a strong competitor in our region. KCOL can't afford a Jack Benny, but we *can* handle *It Pays To Listen.* We feel it is an honest competitor, and in the interests of free enterprise we would like to continue to enter it in the race for

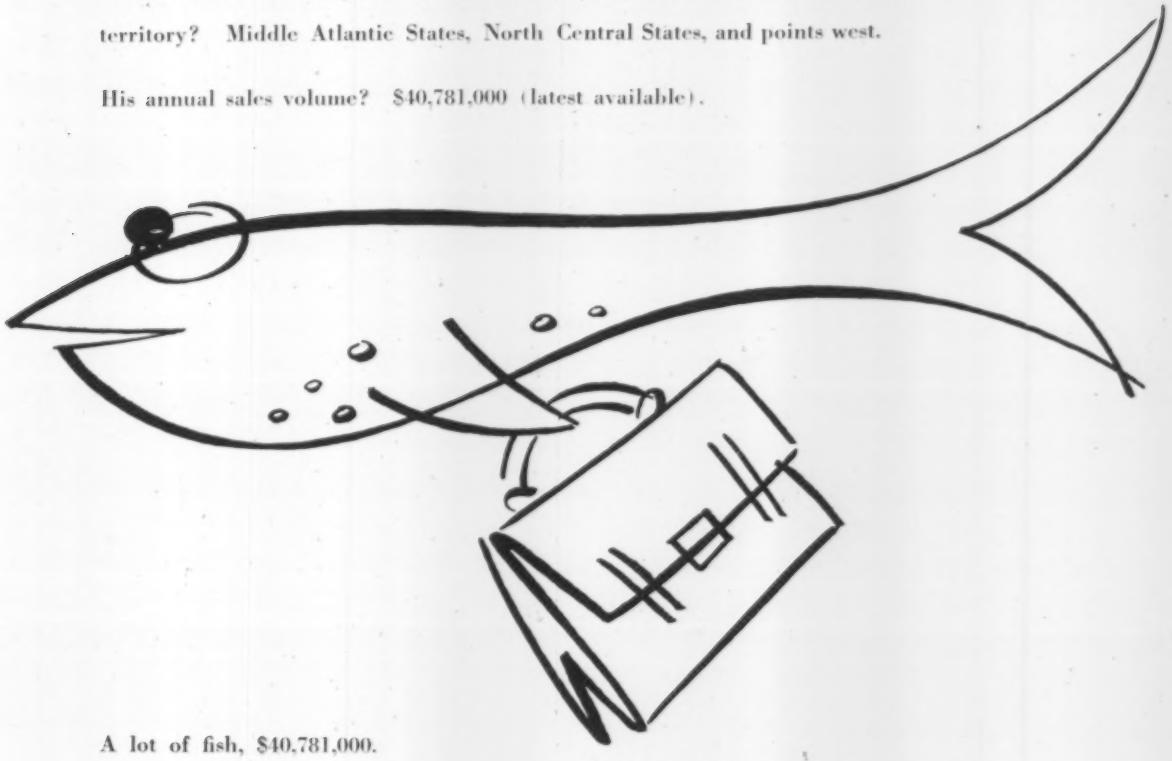
(*Continued on page 60*)



Traveling Salesman

Meet Mr. Fin, who travels commercially for an impressive number of New England businessmen. Mr. Fin's business address? Portland, Portsmouth, Newburyport, Gloucester, Boston, Plymouth, New Bedford and scores of other fishing ports. His sales territory? Middle Atlantic States, North Central States, and points west.

His annual sales volume? $40,781,000 (latest available).



A lot of fish, $40,781,000.

Yet it represents but one of the New England industries which, by shipping products to all the world, keep increasing payrolls at home.

And of all day-to-day necessities *used* in New England homes, 75% comes from outside sources.

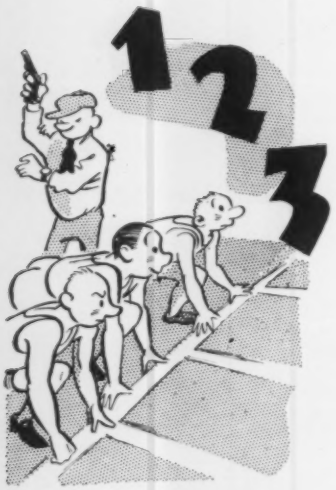
All of which suggests that New England is an excellent market for smart advertisers. Figures prove this thesis.. especially the sales-figures of advertisers using WBZ, the BIG Boston station with a strong signal and a loyal following in all six New England states.

WBZ BOSTON .. **WBZA,** SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales — Except for KEX. For KEX, Free & Peters

In Track Events



means: on your mark; get set, go!

But **IN DALLAS —FORT WORTH** *it's*

1 STATION
WFAA

2 FREQUENCIES
820 - 570

3 NETWORKS
NBC - ABC and Texas Quality

It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA
radio service of the Dallas Morning News

Represented Nationally by
EDWARD PETRY & CO., INC.

ESTIMATED POPULATION OF THE UNITED STATES EXCLUDING ARMED FORCES OVERSEAS, BY STATES: JULY 1, 1947, AND APRIL 1, 1940

REGION, DIVISION, AND STATE	July 1, 1947	April 1, 1940 (Census)	Percent increase (+) or decrease (−), 1940 to 1947
United States	143,382,000	131,669,275	+8.9
NEW ENGLAND:			
Maine	911,000	847,226	+7.5
New Hampshire	547,000	491,524	+11.3
Vermont	364,000	359,231	+1.3
Massachusetts	4,725,000	4,316,721	+9.5
Rhode Island	761,000	713,346	+6.7
Connecticut	2,020,000	1,709,242	+18.2
MIDDLE ATLANTIC:			
New York	14,092,000	13,479,142	+4.5
New Jersey	4,435,000	4,160,165	+6.6
Pennsylvania	10,281,000	9,900,180	+3.8
EAST NORTH CENTRAL:			
Ohio	7,773,000	6,907,612	+12.5
Indiana	3,858,000	3,427,796	+12.6
Illinois	8,221,000	7,897,241	+4.1
Michigan	6,249,000	5,256,106	+18.9
Wisconsin	3,283,000	3,137,587	+4.6
WEST NORTH CENTRAL:			
Minnesota	2,897,000	2,792,300	+3.7
Iowa	2,606,000	2,538,268	+2.7
Missouri	3,854,000	3,784,664	+1.8
North Dakota	552,000	641,935	−14.0
South Dakota	564,000	642,961	−12.3
Nebraska	1,301,000	1,315,834	−1.1
Kansas	1,914,000	1,801,028	+6.3
SOUTH ATLANTIC:			
Delaware	293,000	266,505	+9.9
Maryland	2,215,000	1,821,244	+21.6
District of Columbia	861,000	663,091	+29.8
Virginia	3,019,000	2,677,773	+12.7
West Virginia	1,849,000	1,901,974	−2.8
North Carolina	3,718,000	3,571,623	+4.1
South Carolina	1,918,000	1,899,804	+1.0
Georgia	3,233,000	3,123,723	+3.5
Florida	2,394,000	1,897,414	+26.2
EAST SOUTH CENTRAL:			
Kentucky	2,777,000	2,845,627	−2.4
Tennessee	3,079,000	2,915,841	+5.6
Alabama	2,824,000	2,832,961	−0.3
Mississippi	2,092,000	2,183,796	−4.2
WEST SOUTH CENTRAL:			
Arkansas	1,903,000	1,949,387	−2.4
Louisiana	2,549,000	2,363,880	+7.8
Oklahoma	2,311,000	2,336,434	−1.1
Texas	7,118,000	6,414,824	+11.0
MOUNTAIN:			
Montana	494,000	559,456	−11.7
Idaho	488,000	524,873	−7.0
Wyoming	275,000	250,742	+9.7
Colorado	1,159,000	1,123,296	+3.2
New Mexico	550,000	531,818	+3.4
Arizona	657,000	499,261	+31.6
Utah	637,000	550,310	+15.8
Nevada	140,000	110,247	+27.0
PACIFIC:			
Washington	2,233,000	1,736,191	+28.6
Oregon	1,517,000	1,089,684	+39.2
California	9,876,000	6,907,387	+43.0

WCFC in New Quarters, Now on 101.3 mc, 3 kw

WCFC (FM) Beckley, W. Va., is now on its new frequency and in its new building, with a grand opening held Sept. 28. WCFC has boosted its power to 3 kw, and has moved to the new frequency of 101.3 mc, Channel 267, from its previous Channel 266. Beckley Newspaper Corp. is licensee. New commercial manager is George J. Gray, formerly with WHKC Columbus, Ohio. WCFC's general manager is E. J. Hodel.

Addressing the listening audience and the more than 1,500 people present at the opening of the $100,000 studios were: J. N. (Bill) Bailey, executive director of FM Assn.; Charles Hodel, president of Beckley Newspaper Corp., WCFC licensee; Mayor W. A. Burke; Everett L. Dillard, president of FMA and Continental FM Network; E. F. McDonald, Zenith Corp. president; W. R. David, GE vice president; Howard Chernoff, managing director, West Virginia Network, and president, West Virginia Broadcasters Assn.

There were also transcribed messages from Gordon Gray, Assistant Secretary of the Army and president of WMIT (FM) Winston-Salem; Harold Essex, manager, WSJS WSJS-FM Winston-Salem; and C. Lloyd Egnor, vice president of NBC Recording.

BUSINESS, production and executive offices of WREN, formerly in Lawrence, Kan., have been established in a new WREN Bldg. at 411 10th St., Topeka.

Census Shows Drop In Only 11 States

Western States Gain More Than 25% to Lead Rest of U. S.

IN SEVEN YEARS, only 11 states have lost population, according to the latest population estimates released last week by J. C. Capt, director Bureau of the Census. Between April 1, 1940 and July 1, 1947, the increase of population in the United States has been 8.9% or 11,613,000 persons. Twenty states showed a rate of increase lower than this average. These figures exclude armed forces overseas.

In the last year, however, only three states have lost population, and this is due to the closing of Army camps in those states. In all 48 states the civilian population has increased between July 1946 and July 1947.

The phenomenal increase in population in the western states, topping all other areas, is shown in the latest provisional estimates of population. California, Oregon, Arizona and Nevada all showed gains over 25% since 1940, with California's gain measuring 42.2%.

Radio Writing Lectures Of RWG Begin Oct. 23

FIRST LECTURE in the fall series on radio writing sponsored by the Radio Writers Guild will be held Oct. 23, 8 p.m., in the Holland House, New York, it was announced last week by William S. Todman, director of *Winner Take All* on CBS and chairman of the Guild bureau's seminar department.

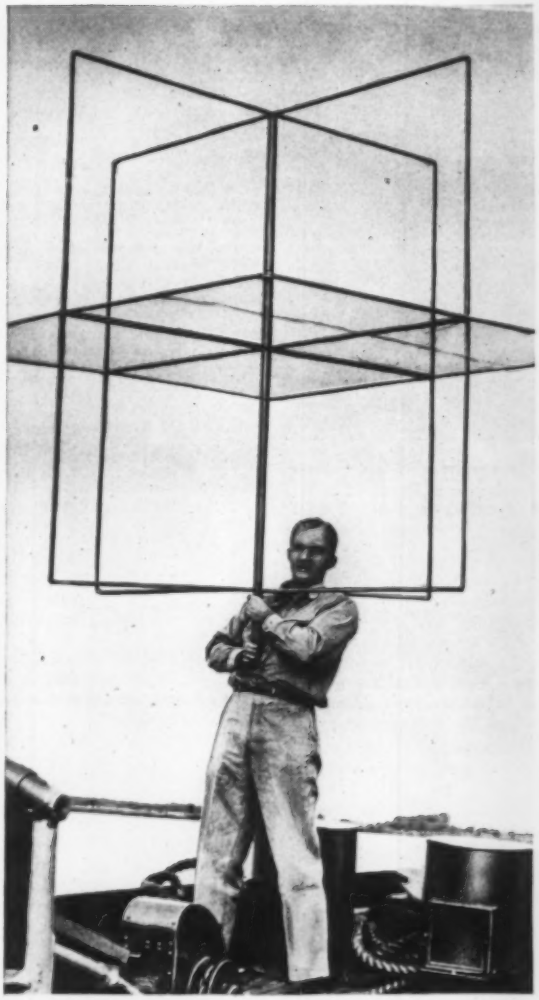
The sessions, open only to members of the RWG and of other unions affiliated with the Authors League, are to be held semi-monthly thereafter for the next seven months. Individual lectures will cover documentary and public service shows, drama, women's programs, audience participation, juveniles, comedy, crime, news, video and other program types.

What's ahead for the day after the day after tomorrow?

THE OIL INDUSTRY GAVE THE ANSWER "YESTERDAY"

You might say that people in the oil business live at least ten years ahead of the present. They're telling facts, not fortunes, when they tell the farmer that now his string beans can be canned right on the spot where he picks them . . . or the construction experts that one coat of an amazing new roof paint insulates and drops the temperature of buildings as much as 15 degrees. Such marvels are news to the public—not to the petroleum industry.

Yes, tomorrow is already today for more than 34,000 individual oil companies and 1,250,000 people. Rivalry in every branch of the business spurs them on . . . rivalry in research, in production, in transportation, marketing, refining. That kind of productive competition makes for progress. It's America's guarantee that what's ahead the day after the day after tomorrow will be GOOD . . . and bound to get better all the time!



BEARINGS BY RADAR help salt-water scientists locate new oil producing areas under the blue waters of the Gulf of Mexico. 13,475 oil producing companies constantly strive to improve production methods . . . maintain and increase America's all-important oil reserves.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

PIPE DREAMS COME TRUE with the tank ships developed for the specialized needs of transportation companies. Petroleum products of all kinds flow through these steel and rubber pipes into cargo compartments. Hundreds of companies engage in transportation by pipeline, barge, truck, tanker or rail.

CATTLE SPRAYING BY HELICOPTER . . . typical of the air-borne insecticides developed through competition. These new petroleum-based sprays are harmless to humans and animals—but sure death to pests. More than 400 different companies work to search out and develop "the new" in refining.

★ ★ ★

TWENTIETH CENTURY WIZARD: The "black-magic" of petroleum goes into thousands of different, needed substances. The constant research of petroleum scientists in the laboratory and skilled technicians in the field promises more-man-made wonders to come.

RADIO STATIONS ATTENTION!

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to *your* listeners.

Public Relations Operating Committee, Dept. 3E
AMERICAN PETROLEUM INSTITUTE
670 Fifth Avenue, New York 19, New York
Please forward at once FREE COPY of "Tie-in" Plan Book.

Name .....

Title or Dept. .....

Radio Station .....

Address .....

.....

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED SIGNAL

210,200 PERSONS
$179,469,000 in Retail Sales
$283,685,000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

Radio Cooperating In Food Campaign

Belding Chief of Committee Information Program

STATIONS and networks are giving full support to the emergency food conservation drive, which is now receiving support of the Advertising Council.

Mr. Belding

All media are participating in the drive, but radio is taking a dominant role "because it travels 186,000 miles a second and this is a fast-moving campaign," according to David M. Nowes, ex-WPB official and Los Angeles business consultant, named vice chairman for policy, and assistant to the chairman of the Citizens Food Committee.

Chief of the committee's information program is Don Belding, chairman of the board, Foote, Cone & Belding, and a member of the Advertising Council's board. T. S. Repplier, council president, is a member of the Food Committee. Charles G. Mortimer Jr., General Foods, is council chairman.

In endorsing the campaign, the council makes available the organized cooperation of media as developed during the war. A nonprofit organization representing business and advertising, the council makes available each month a billion listener-impressions, along with car cards, billboards, magazines and newspapers. Only a part of these facilities are used in any single campaign, however, since the council supports several causes simultaneously.

George P. Ludlam, OWI radio chief during the war and now vice president of the council, has been assigned as a staff executive on the Food Committee's campaign. Maury Hanson, J. Walter Thompson Co. account representative, has been directing media activity. Temporary offices have been maintained in the State Dept. building, Washington, manned largely by agency personnel. Among those assisting have been Tom Slater, Ruthrauff & Ryan, formerly of MBS, and Phil Cohen, production director of Sullivan, Stauffer, Colwell & Bayles.

The Advertising Council supported a similar drive in early 1946 during the emergency famine drive. During that campaign commercial broadcasts alone provided 632 million listener-impressions.

A radio fact sheet already has been mailed by the council to all radio advertisers and networks. The agencies donating their services to the council for this campaign are Federal Advertising, Foote, Cone & Belding, J. Walter Thompson Co., Ruthrauff & Ryan, Sullivan, Stauffer, Colwell & Bayles, and Young & Rubicam Inc.

MANAGEMENT

FORREST WALLACE, formerly with WMAQ Chicago, NBC Central Div., WWJ Detroit and recently consultant on station management and operation, has been appointed general manager of KWBC Fort Worth, Tex. He succeeds **JAMES RENNIE**, resigned. In addition to his duties as general manager, Mr. Wallace also has been appointed secretary of Worth Broadcasting Co., operator of KWBC.

J. J. FLANIGAN, former account executive with WQAM Miami, Fla., has joined WDSU New Orleans, as assistant to the manager. Before entering the AAF in 1943, Mr. Flanigan was commercial manager of WIBC Indianapolis.

Mr. Flanigan

HELEN NELSON, secretary - treasurer of Port Huron Broadcasting Co., operators of WHLS Port Huron, Mich., has been named general manager of station, according to **HARMON L. STEVENS**, co-owner. Miss Nelson, in addition to other duties, has been assistant general manager.

RAY BRIGHT, former commercial manager for 17 years with KTRH Houston, has been appointed general manager of KLEE, new independent station under construction at Houston.

JAMES CONNOLLEY has been appointed assistant manager of WJLD Bessemer, Ala.

J. L. BROWNELL has been appointed general and commercial manager of WEUS, new 1000-w fulltime station on 790 kc, expected to begin operations at Eustis, Fla. by Jan. 1.

EDGAR L. TIDWELL, program director of KSDJ San Diego, has been named general manager of that station.

EDGAR KOBAK, president of MBS, will speak Oct. 22 at the "Radio Night" festivities at the Poor Richard Club, Philadelphia's nationally known advertising club.

FOX CASE, former general manager of KIST Santa Barbara, has been named Western radio director of American Heritage Foundation operating Freedom Train. His headquarters are 6253 Hollywood Bldv., Hollywood.

BRADLEY EIDMANN, manager of WAAF Chicago, and Ann Spieth of Chicago were married Oct. 10.

DOLLY BANKS, assistant general manager of WHAT Philadelphia, has received a citation from Secretary of War Robert P. Patterson for her personal work in behalf of Army recruiting.

NELSON M. GRIGGS, former chief announcer at WKRC Cincinnati, where he was known as Jeff Allen, has joined WXGI Richmond, Va., as assistant to the manager.

L. B. WILSON, president and general manager of WCKY Cincinnati, has received a Navy award for "outstanding service in the 1947 Naval Reserve Week."

'Town Meeting' Program Income $105,682 in Year

AN INCOME of $105,682.38 for the year ended April 30, 1947, from *America's Town Meeting of the Air* program is shown in the annual report of Town Hall Inc., New York, just released. Revenue represented approximately one-third of the Town Hall total income of $383,705.44, the report, issued by George V. Denny Jr., president of Town Hall, showed.

A section of the report devoted to the history of the *Town Meeting* program, stated that at the end of last April, 226 of the 229 ABC affiliates carried the program and 73 of them had secured local sponsors. The program, aired cooperatively, switched its broadcasting period from Thursdays, 8:30-9:30 p.m., to Tuesdays, same time, on Sept. 2.

Hot Show

THE FREEPORT (L.I.) fire chief had to cancel his scheduled appearance on a round-table broadcast over WHLI Hempstead, L. I., in conjunction with Fire Prevention Week, because of an unscheduled fire. And to make things hotter for WHLI the Hempstead fire chief, also appearing on the broadcast, had to cut short his remarks to hurry to a blaze which had broken out while the chief was on the air.

FOR COMPLETE COVERAGE OF THE WASHINGTON, D. C. MARKET —

WOL
A COWLES STATION
5000 WATTS

Represented Nationally by
THE KATZ AGENCY

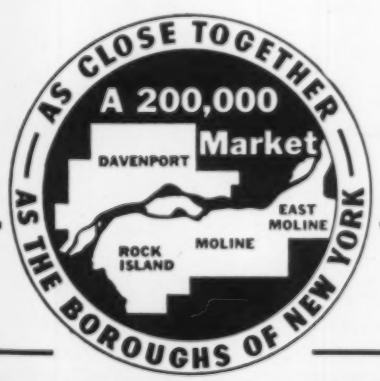
Hooper gives you the facts on . . .

WHBF

WHBF is FIRST* Mornings Afternoons and Evenings in the QUAD-CITIES

* *As shown in the summer Hooper Listening Index for 1947.*

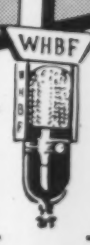
In many periods, WHBF delivers more listeners in the Quad-Cities than all other stations combined. WHBF is far out in front as Quad-Cities No. 1 station. For complete findings of the Hooper survey—contact WHBF or your nearest Avery-Knodel office.



BASIC ABC for the QUAD-CITIES

1270 KC **WHBF** 5000 Watts *Full Time*

and WHBF-FM



Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVES

Mason Offers Plan for Business and FTC Cooperation in Problems of Fair Trade

LEGISLATION to simplify the procedure of the FTC, coordinate activities of certain governmental agencies, and provide a cooperative means of abolishing practices prohibited by anti-trust laws was suggested last week by Lowell B. Mason, Federal Trade Commissioner.

Speaking before the American Bar Assn. and the Chicago Bar Assn. in Chicago, Comr. Mason said his bill had not been seen by the President and that he was not speaking for the FTC, but that it represented his ideas on promoting among those engaged in commerce and industry "a common understanding and a common acceptance of the rules of fair trade."

Citing the FTC as an example of a Washington bureau which has vigorously pushed Congress for more powers, Comr. Mason declared, "I would say that we are glutted with authority and starved for the means of carrying it out. We are about as effective as the *S.S. America* put-putting down the bay under the power of a 2½-horse outboard motor."

Pointing out that the U. S. was doing 40% of the world's productive work with only 6% of the population, the Commissioner said that relations between government and business were far behind the great economic changes which have taken place in this country since the FTC Act was passed 31 years ago. These relations, he said, must be taken out of their political status and put on a nonpartisan basis.

Confusion about our commerce laws, asserted Mr. Mason, has become so universal that it imperils our whole system of free competition. Declaring that the error had grown too big for "a few superbrains in Washington," Mr. Mason said, "it's time industry stopped leaning on government for its virtues and developed some moral self-reliance of its own. And it's up to government to help by shifting this public responsibility to the shoulders of private industry as fast as businessmen can take it, for the responsibility must be shared to be effective."

His proposal, said Comr. Mason, would tackle the overall problem with industry-wide cooperation instead of the hit-and-miss prosecution now being used which does not solve the problem. Business and the FTC, he said, would have an opportunity to discuss complaints before any civil or criminal prosecution is brought.

At its last meeting in Cleveland, the American Bar Assn. had adopted a proposal which called for the FTC and the Justice Dept. to furnish a consultative service and exempted any company from prosecution after its course of action has been cleared in good faith.

1947 SERVICE AWARD presented by the Advertising Club of St. Louis goes to David Pasternak, promotion manager of KSD, the St. Louis *Post-Dispatch* station, for his direction of the club's annual Gridiron Dinner Jan. 29.

WTNC Begins Operation In Thomasville, N. C.

WTNC, new daytime outlet in Thomasville, N. C., took the air late last month with 1 kw on 790 kc.

Harold Harrison, formerly with WMFR High Point, N. C., has been appointed general manager of the station. Other staff members include Jim Turner, formerly with WMBG Richmond, program director and chief announcer; Fletcher Smith, previously with WMIT Winston-Salem, and Hal Murray, formerly with WTNT Augusta, Ga., announcers; and L. M. Sugg and James McAden, chief engineer and assistant, respectively.

COMMERCIAL

J. W. AUTENRIETH Jr., formerly with WGL Fort Wayne, has been appointed account executive of WFTW Fort Wayne. He previously was with Manistee Radio Corp., Manistee, Mich., and Kosciusko Broadcasting Corp., Warsaw, Ind.

AMOS T. BARON has been appointed commercial manager of KSDJ San Diego, and **FRED T. FOSTER** has been named KSDJ traffic manager.

RUSSELL BURROUGHS has been named commercial manager of KBMT, new San Bernardino FM station.

HOMER GRIFFITH Co., Hollywood, has announced opening of Chicago office at 333 N. Michigan Ave. and appointment of **WILLIAM J. DOOLEY** as Central Div. manager. Mr. Dooley has been in radio since 1932 and was last with WBBM Chicago.

WILLIAM G. RAMBEAU Co. has been appointed as national representative for KIXL Dallas.

LORETTA BAKER, formerly with Powell-Grant Adv., Detroit, has joined WJBK Detroit, as assistant traffic manager. She previously was on continuity staff of WWJ Detroit.

WEED & CO. has been appointed as national representative of WKAT Miami, Fla. and WCBM Baltimore.

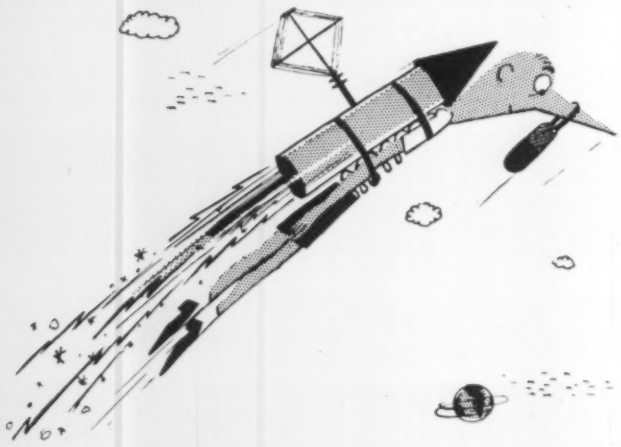
KMLB-FM Starts

J. C. LINER JR. is general manager of the new KMLB-FM Monroe, La., which went on air Oct. 13. Mac Ward is program director and chief announcer and O. L. Morgan is chief engineer. Station operates 2:30 to 9 p.m. daily.

MONTREAL STANDARD, national weekly newspaper, has started weekly radio column, covering program personalities, coming events and similar radio fan material. Canadian Assn. of Broadcasters is urging member stations to take advantage of this radio program column for news of station activities.

LOST!

DULUTH, MINN.—Science waits tensely this week for news from Otto Mattick who tried to reach the extent of KDAL's new 5000 watt coverage, overshot his mark, and blazed into the stratosphere.



From somewhere west of the moon Otto reports, "I got my boloid metapolar souped up too much . . . but it's tough getting to the limits of that 5000 watt signal on that far-reaching 610 frequency."

If you want to know how not to get lost in the northwest market, contact Avery-Knodel Inc. and find out why KDAL is a better buy than ever.

TELEVISION DID THE JOB

Advertising Agency Head Tells in House Organ Of Pepcorn Chips' Success With Video

RAY NELSON, president of Raymond E. Nelson Inc., New York advertising agency, and a video enthusiast from away back, tells the story of Pepcorn Chips and its use of television "as a sales specific on a limited budget" in the agency's house organ, *Telegraphic*.

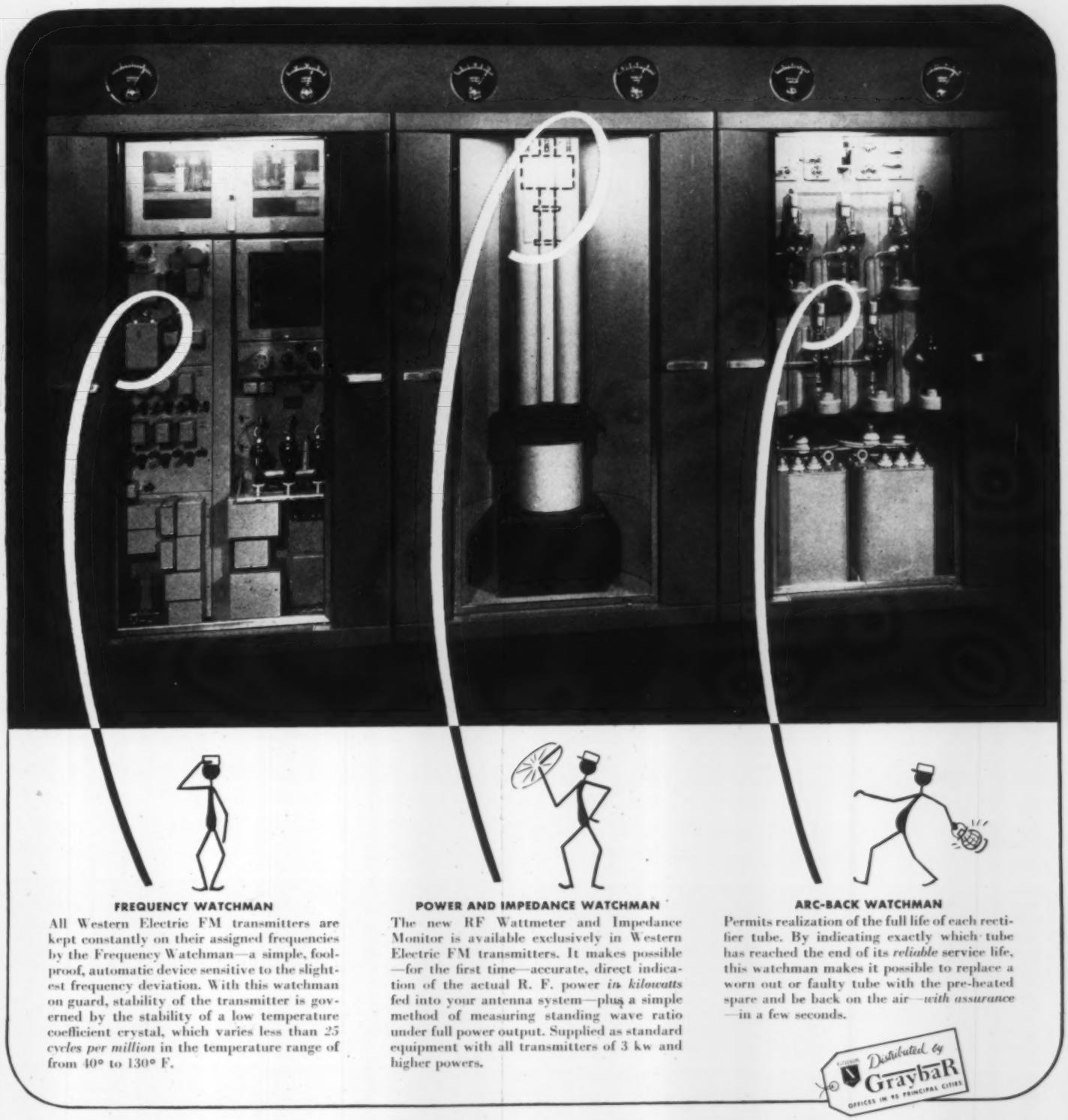
"Pepcorn Chips," he said, "is a—well, we tagged it, with our innate flair for understatement, 'the snack sensation of the nation.' The distributors wanted bar and grill acceptance, something that was proving difficult, even after the expenditure of a respectable advertising budget.

"We recommended the use of time signals on WCBS-TV, spotted in front of sports events. Mr. Landau, president of Hanneil Foods Inc., distributors of Pepcorn Chips, said okay. We worked out a schedule with George Moskovics, produced the spots, and sat back to await developments.

"Well, sir, by the end of the third week the client called to report that his salesmen were getting an amazingly friendly reception at practically every tavern stop; that, like as not, the prospect would remark, 'Oh sure, I know Pepcorn; I see it right here on television.' And that he, and his sales staff, were extremely happy about the whole thing.

"That, gentle reader, isn't a tale of television experimentation, or of a million-dollar budget. It is the story of selling via television using spots at $35 a piece."

You get these 3 FM Watchmen in Western Electric transmitters only



FREQUENCY WATCHMAN

All Western Electric FM transmitters are kept constantly on their assigned frequencies by the Frequency Watchman—a simple, foolproof, automatic device sensitive to the slightest frequency deviation. With this watchman on guard, stability of the transmitter is governed by the stability of a low temperature coefficient crystal, which varies less than *25 cycles per million* in the temperature range of from 40° to 130° F.

POWER AND IMPEDANCE WATCHMAN

The new RF Wattmeter and Impedance Monitor is available exclusively in Western Electric FM transmitters. It makes possible —for the first time—accurate, direct indication of the actual R. F. power *in kilowatts* fed into your antenna system—plus a simple method of measuring standing wave ratio under full power output. Supplied as standard equipment with all transmitters of 3 kw and higher powers.

ARC-BACK WATCHMAN

Permits realization of the full life of each rectifier tube. By indicating exactly which tube has reached the end of its *reliable* service life, this watchman makes it possible to replace a worn out or faulty tube with the pre-heated spare and be back on the air—*with assurance* —in a few seconds.

Distributed by GraybaR
OFFICES IN 95 PRINCIPAL CITIES

FOR FURTHER DETAILS about the 3 FM Watchmen and Western Electric's new line of FM transmitters, call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

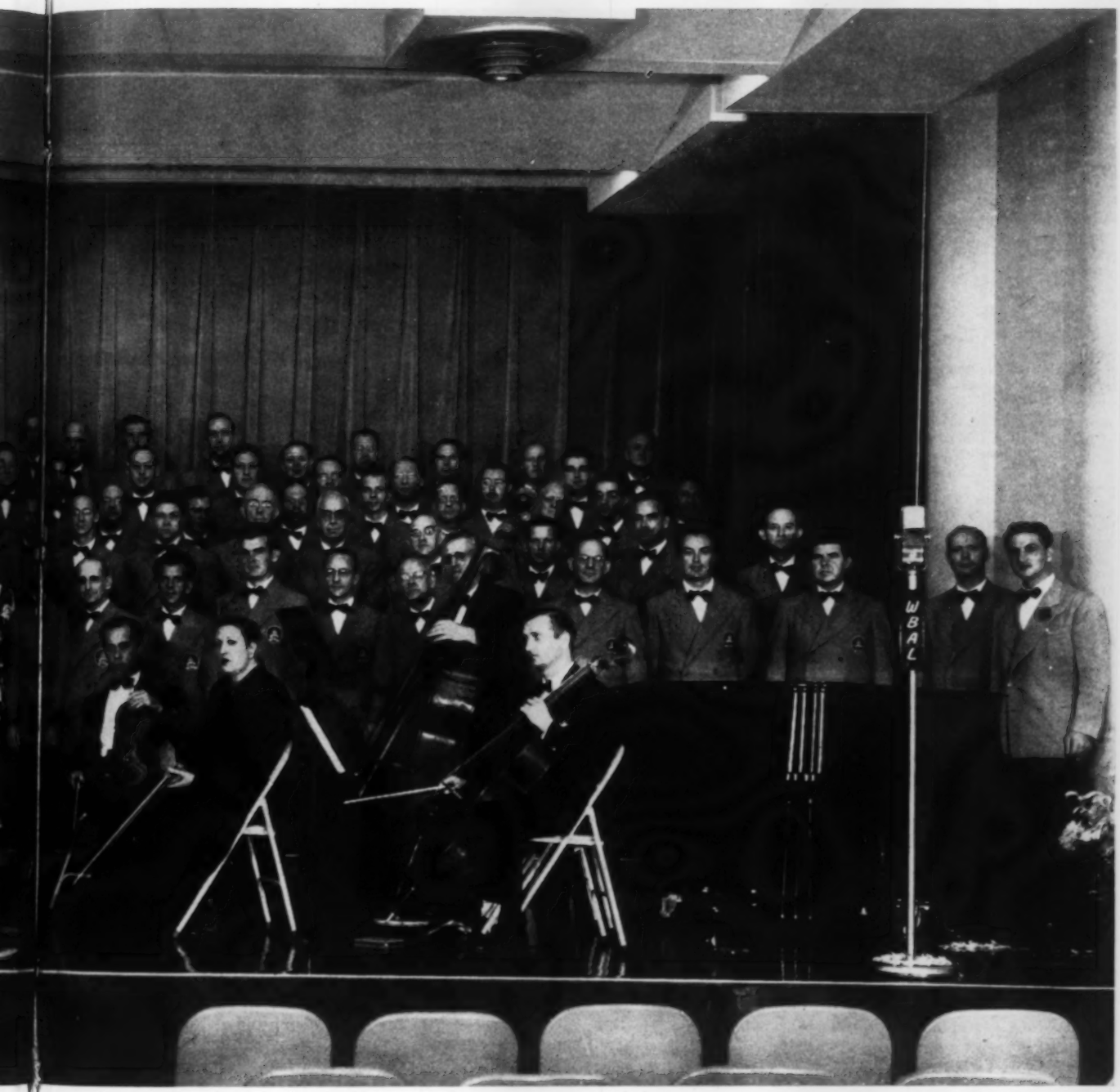
Western Electric

—QUALITY COUNTS—

On The Stage of the

The 100 men of the B. & O. Glee Club; the WBAL string orchestra; Conrad Knight, soloist; and Dr. Alan Dash, director, on the stage of the "Air Theatre", one of WBAL's "new world of tomorrow" studios at 2610 North Charles Street, Baltimore.

WBAL "Air Theatre"



Our aim is to beam to listeners enlightening and entertaining programs of a size and quality unexcelled by any radio station - anywhere. WBAL - Baltimore - 50,000 Watts - NBC Affiliate. Represented Nationally by Edward Petry & Co., Inc.

Editorial

WORL Travesty

LAST WEEK, by a 5-1 vote, the FCC ordered deletion of WORL Boston, effective Nov. 30. In so doing it perpetrated what appears to us to be the most unjust and shabby deal in radio annals.

It was a case of the Commission invoking the letter of its rules to the point of travesty. Ownership of WORL had failed to report stockholdings in accordance with FCC rules. The chief owner of WORL is Harold A. Lafount, former member of the Federal Radio Commission, and for a dozen years general manager of the Arde Bulova stations. Mr. Lafount is a highly respected citizen and was a good public servant. His associates are Sanford H. and George Cohen, New York attorneys who also represent Mr. Bulova.

The FCC previously had ordered revocation of the license of WOKO Albany because of the hidden ownership interest of former Radio Commissioner Sam Pickard. That was an out-and-out case of deception over the years to delude the licensing authorities. There is nothing in the WORL proceeding to indicate that there was any effort willfully to misrepresent ownership. At worst, it was a case of ignorance of the rules and of laxity on the part of the attorneys. That is made abundantly clear in the strong dissent of Commissioner Jett, who favored renewal of the WORL license and voluntary transfer of the facilities to the Bitner Broadcasting Co., for $200,000.

The Commission majority, it is obvious, wanted to make another object lesson of WORL. There were other factors too, indicating political interplay. Mr. Lafount, who is not a wealthy man, is made the scapegoat. The FCC majority—or at least its older members—must feel sheepish. They should be ashamed.

We hope this case is carried to the highest courts. The good name of Mr. Lafount should be cleared.

Code and Conscience

WHENEVER two broadcasters meet, they argue the code. The same holds true with agency men and advertisers who use radio.

Because the code is that explosive we are optimistic about the outcome. Broadcasters are letting their NAB board members know how they feel. Many of the suggestions we have seen have merit. Broadcasters are THINKING. They are not waiting for George to do it. When the NAB board meets in November to revise the proposed standards there will be plenty of shirt-sleeve activity. The result should be a better, more workable code that should dispel the fear of discrimination against non-network stations.

Talk of "railroading" at the Atlantic City convention persists. There are broadcasters who are more fearful of the FCC's intervention than the code itself. There is even talk of station withdrawals from the NAB if the code is one which station ownership feels it cannot observe.

Judgment should be reserved until the board completes its task. From now until Nov. 1 stations should fire away at their directors, leaving nothing unsaid. Agencies and advertisers who have thoughts on code limitations should let NAB headquarters, or their own trade associations know about them.

There may be valid reasons for adopting commercials standards for independent stations, which would be somewhat more liberal than those indicated for network-affiliates. Certainly it is already indicated that language and definitions must be clarified. And certainly it is clear that the revised code should be subject to review and revision as the ever-changing pace of radio dictates.

After the code context is clarified, an even more vexatious problem confronts radio. How will it be enforced? Many of those who ask lose sight of the fundamental code plan. It is a code for "self-regulation." That means voluntary observance. Can it be done?

There is substantial and recent precedent. During World War II, when our very national security was at stake, radio was called upon to observe a Voluntary Censorship Code. There were those in government—notably the military—who said it couldn't be done. It WAS done. And without a single violation or even an untoward incident for the duration of nearly four years.

Surely the same pattern can be followed. There will be a code board or a code authority functioning under, but not necessarily as a part of the NAB. Enforcement would come through interpretation by the Code Authority. Broadcasters would seek the opinion of the Code Authority whenever in doubt.

It worked before. It can work again.

Radio Man for Radio's Job

FOR THE seventh time since he assumed office two-and-one-half years ago, President Truman is called upon to make an appointment to the FCC. It will be his second opportunity to name the chairman.

Many names are tossed about for the post to be vacated Oct. 31 by Charles R. Denny.

Almost without exception, Mr. Truman's appointments have been good. They have not been dictated by political considerations. He has had an appreciation of the highly important nature of the FCC's work. For that reason, the advocacy of a couple of lame ducks for the chairmanship is disconcerting.

Former Senators Jim Mead of New York and Hugh Mitchell of Washington, both Democrats, are avowed seekers of the Denny post. Both were defeated in elections in their states last year—Mead for the gubernatorial nomination, Mitchell to succeed himself in the Senate. During his years in Congress Senator Mead was constantly in the hair of the FCC, seeking favors for political friends and constituents. He was a patronage-seeker extraordinary. Senator Mitchell was an anti-business left-winger who teamed up with Senator Glenn Taylor.

We hope the President will not yield to political pressures by dumping a lame duck into the FCC. There are critical days ahead for radio, with an overcrowded station population, and with a political campaign a year ahead. There must be utter impartiality. Radio regulation doesn't mix with politics.

A practical broadcaster, who knows the vissicitudes of station operation; who has met a payroll, is the kind of man needed on the FCC as its chairman. Business statesmanship is called for. It will mean a financial sacrifice to get a qualified broadcaster to accept a $10,000 stipend. There's some hope, however, of an increase in pay for members of independent agencies, now that Congress has boosted its own compensation to $15,000.

There are few men, we believe, who would fail to respond to a call from the nation's Chief Executive to serve on the FCC for a limited time. It is a challenging assignment.

Broadcasters should let their Congressional delegations know that they want a broadcaster at the FCC helm this time. President Truman has demonstrated that he is responsive to sound, sincere counsel.

Our Respects To—

LOUIS GOLDSBOROUGH CALDWELL

ANY ACCOUNT of Louis Caldwell's career will inevitably read like a short course in radio regulation. The two have been intimately identified for so many years that youngsters in the legal trade are sometimes moved to speculate on which came first.

The answer, with respect to the only mode of regulation that radio has known for 20 years, is that Louis Caldwell came first. He didn't write the law, but as the first general counsel of the old Federal Radio Commission, in 1928-29, he wrote the Commission's early decisions; he wrote its Second Annual Report, which contains material that is still frequently cited; and he wrote a complete set of FRC regulations of sufficient permanency that much of his original language and many of the procedures he prescribed are preserved in the rules in force today.

At that point, however, he left government regulation of radio to others. Ever since, he has carried the banner of free radio. The change of position involved no change of mind. He has always felt that the government's licensing powers should be limited. If anything in radio law is certain, it is Louis Caldwell's articulate opposition to government interference and particularly the practice of using the licensing system as a means of regulation.

Almost as famous for his white hair as for his legal talents, Mr. Caldwell at 56 is often called the dean of radio lawyers. The title does not lack justification. Few men have participated so prominently in the legal affairs of the art.

Aside from his continuing battle for limitation of the licensing authority, Mr. Caldwell has achieved considerable prominence as an advocate of clear channels and higher power to provide radio service to the scattered masses beyond the reach of lower-powered stations.

In that role he takes his place today (Monday) in the resumption of the current clear-channel hearings before FCC. In much the same role he appeared before the FRC 17 years ago, in the "50-kw hearings" of 1930, when he fought to upset a plan to limit the number of 50-kw stations to four in each of the nation's five "zones." He has argued the case for the clears whenever an occasion arose, and if he has not been entirely successful he at least is given credit for averting even more extensive breakdowns.

His life away from radio has been almost as colorful as his legal career. In the first World War, rejected by the armed forces for defective vision, he got to France via the ambulance service and later joined the French

(*Continued on page 56*)

WQXR
and FM Station WQXQ,
The Radio Stations of The New York Times,
are pleased to announce
the appointment of
PAUL H. RAYMER COMPANY
as national sales representative

COMMENTATOR'S JOB
Murrow Explains What CBS Expects of Newsmen

EDWARD R. MURROW departed from his analysis of the news on the first program of his new CBS series for Campbell Soup Sept. 29 to present an analysis of a CBS' commentator's duties —as outlined in Mr. Murrow's contract with the network.

Mr. Murrow

Said Mr. Murrow: ". . . news programs are broadcast solely for the purpose of enabling the listeners thereto to know facts—so far as they are ascertainable—and so to elucidate, illuminate and explain facts and siutations . . . fairly to enable the listener to weigh and judge for himself. Columbia endeavors to assist the listener in weighing and judging developments throughout the world, but refrains particularly with respect to all controversial, political, social and economic questions, from trying to make up the listener's mind for him," he continued, still quoting from his contract.

Admitting that this was "pretty complicated language," Mr. Murrow added in his own words: "This program is not a place where personal opinion should be mixed up with ascertainable facts . . . It is not, I think, humanly possible for any reporter to be completely objective . . . We shall try to remember that the mechanics of radio which make it possible for an individual to be heard throughout the entire land don't confer great wisdom or infallibility on that individual . . ."

Latest Subscriber to ENS Is WHOO Orlando, 10 kw

LATEST subscriber to Florida home news service from Washington, provided by Erwin News Service, Washington, is WHOO Orlando, new 10-kw day and 5-kw night outlet. Orlando *Morning Sentinel* and *Evening Star*, WHOO owners, also subscribe. Additional ENS Florida outlets include: WMBR Jacksonville, WJNO West Palm Beach, WIRA Fort Pierce, WGBS Miami, *Tampa Daily Times* (WDAE), Ft. Lauderdale *Daily News* (WGOR-FM), and WRUF Gainesville.

Robert A. Erwin, ENS president, announced Tallahassee and Pensacola clients are now negotiating for the service.

SBA Elects Brickhouse

JACK BRICKHOUSE, freelance sportscaster who is covering football for WJJD and WGN Chicago, has been elected president of the Sports Broadcasters Assn. in Chicago. Other officers elected include Joe Wilson, vice president, and Jim Crusinberry, secretary and treasurer. The group authorized appointment of a grievance committee which would act against members for violations of a code of ethics.

News

BENNETT ORFIELD, for 11 years news editor of WTCN Minneapolis, has joined news staff of WLS Chicago. He has taken over station's newscast periods formerly conducted by **JULIAN BENTLEY**, resigned. Simultaneously, station announced realignment move by which news department, as well as special events and publicity departments, will be relegated to supervision of **HAROLD SAFFORD**, commercial manager.

AL COUPPEE, who recently retired from professional football with the Washington Redskins Club, has joined KRNT Des Moines, as director of sports. Mr. Couppee, a combat Navy lieutenant during the war, was quarterback of Iowa U.'s famous 1939 Iron Men football team. He will broadcast play-by-play accounts of all major Iowa sporting events for KRNT.

Mr. Couppee

HARVEY D. SANDERSON, news chief at WFBL Syracuse since 1938, has resigned to accept a position with the European editorial staff of Stars and Stripes. He was to leave New York Oct. 18 for Germany.

TONY STEPHEN, formerly with KSEL Lubbock, Tex., and stations in Chicago, has been appointed chief news commentator, editor, and special events man at KPET Lamesa, Tex.

RICHARD C. BOYER, formerly with WLLH Lowell, Mass., WMEX Boston and WONS Hartford, has joined news staff of KDKA Pittsburgh.

LLOYD STILES, former Ohio Farm Bureau organization director, has been named farm market coordinator of WRFD Worthington, Ohio, and **ROBERT C. HORN**, formerly with WMAN Mansfield, Ohio, has joined WRFD as news editor.

HENRY HARVEY has been appointed sports editor of KFBI Wichita, Kan.

DON WESTON, former sports editor of KGVO Missoula, Mont., has been appointed news editor of that station.

PAUL SOMMERKAMP, news writer and sports editor of WCKY Cincinnati, and Ruth Nierman have announced their marriage.

JOHN MURPHY, news and public relations director of WCKY Cincinnati, has received a Navy award for "outstanding service in the 1947 Naval Reserve Week."

BUD JACKSON, veteran newscaster with KVOO Tulsa, Okla., has resigned to become assistant director of national Izaak Walton League in Chicago.

JOHN MacVANE, NBC's UN correspondent, and **LISA SERGIO**, WOV New York commentator, have been made Chevaliers of the Legion of Honor in recognition of their wartime services to France. Presentations were made by France's Foreign Minister, Georges Bidault.

CHET HUNTLEY, CBS Western division director of public affairs and news, has been appointed by Gov. Earl Warren to serve on California Centennial Commission advisory committee.

GEORGE MOORAD, commentator of KGW Portland, is currently on lecture trip through Illinois, Indiana, Ohio, Pennsylvania, Michigan and New York. **CHUCK FOSTER**, station's night news editor, has taken over Mr. Moorad's five-weekly, nightly commentary for duration of latter's lecture series until mid-November.

MERILL MUELLER, NBC London bureau manager, last week was notified of his appointment as an honorary officer of Order of the British Empire. Mr. Mueller has been a foreign correspondent since 1938, and has been with NBC since 1943.

FRANK HEMINGWAY, news commentator on Don Lee Broadcasting System, Hollywood, has been signed to handle narration for film, "The Prairie," produced by Wisbar-St. Claire Productions Inc.

HANK WEAVER, announcer of ABC Hollywood, has shifted to news and special events staff of KECA, local owned and operated outlet of network. He replaces **HUGO CARLSON**, resigned.

Committees Are Listed In Peabody Competition

COMMITTEES for the George Foster Peabody awards for the 1947-48 season are now being set up. The following list of committee members was released by Dorothy Lewis, coordinator of listener activity of NAB, under whose supervision these committees function:

BOSTON: Chairman, Dorothy Kraus, Miss Joanna Connell, president, Massachusetts Teachers Federation; Mrs. Harriet Warner Baxter, president, Boston Branch, American Pen Women; Mrs. William H. O'Connell, president, American Legion Auxiliary for Massachusetts; Mrs. Henry J. Zyfers, vice-president, Business and Professional Women's Republican Club of Massachusetts; Daniel Bloomfield, managing director, Massachusetts Council of Retail Merchants; Dr. Boylston Green, president, Emerson College; William G. Sutcliffe, dean, College of Business Administration, Boston U.; Kelsey Sweatt, radio director, Massachusetts Department of Education; C. Russell Mack, director of secondary education, Massachusetts Department of Education.

ATLANTA: Chairman, Raimundo De Ovies, dean, Cathedral of St. Philip; Alva S. Wilson, vice-president, Auto-Soler Co.; Mrs. John Dunaway, officer of North Fulton Parent-Teacher Assn.; Alex Hitz Jr., account executive, Liller, Neal & Battle Adv. Agency; Louis W. McLennan, retired banker; Mrs. Madelinn Chace, former regional director, Radio Division of OWI.

CONCORD, N. H.: Chairman, Mrs. Harold W. Ingham; Rt. Rev. John T. Dallas, Concord; Mrs. Thomas F. Clifford, Franklin, N. H.; Mrs. Osmond R. Strong, Concord; Mrs. Daniel H. Dickinson, Concord; Edgar M. Quint, Concord; Nosh G. Edmunds, Concord; Dr. J. Duane Squires, Colby Junior College, New London, N. H.; Alexander Rennie Jr., Concord; Hon. Herbert D. Swift, Elins, N. H.; Mrs. Edwin M. Corson, Dover, N. H.; Mrs. Charles Carpenter Goss, Dover, N. H.; Mrs. Thomas Olin Parnell, Manchester, N. H.; Miss Irene Stevens, Franklin, N. H.; Miss Nellie Young, Plaistow, N. H.; Mrs. J. A. Keith, Franklin, N. H.

Many committees poll their local communities or states before making their final recommendations.

Yes, It's NEW
in
SPOKANE, WASHINGTON
•
Since September 1st
K NEW
5000 WATTS
Cleared Regional Channel
Mutual-Don Lee Network
★ Newest Equipment
★ Most Modern Studios
★ Experienced Personnel
"Reach the Rich Inland Empire With KNEW"
HARRY LANTRY, Manager
Gilman, Nicoll & Ruthman
National Representatives

STILL MORE TELECASTERS ARE NOW ASSURED THAT TELEVISION'S

"mighty oaks from little acorns grow"...

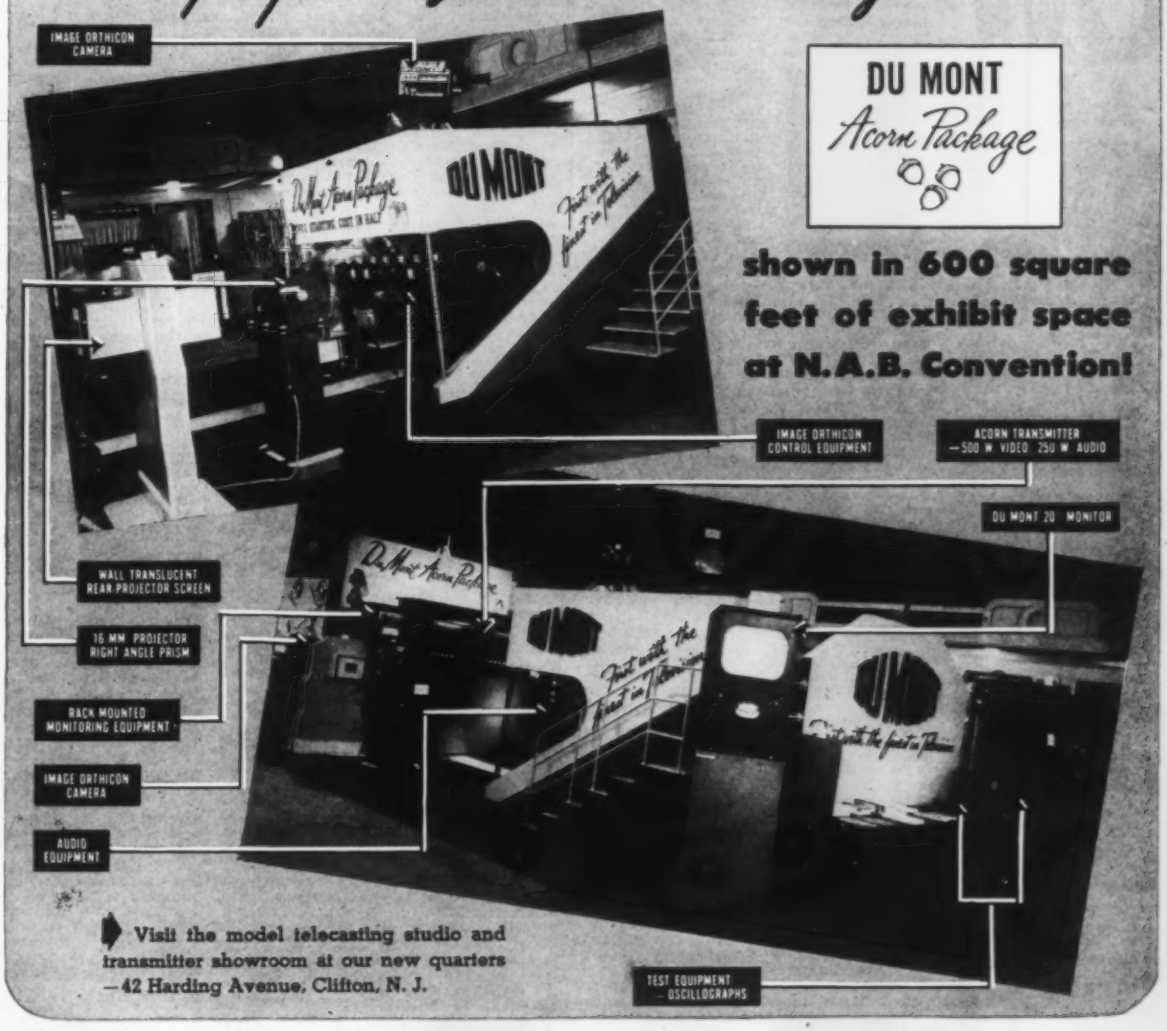


IMAGE ORTHICON CAMERA
DU MONT Acorn Package
shown in 600 square feet of exhibit space at N.A.B. Convention!
IMAGE ORTHICON CONTROL EQUIPMENT
ACORN TRANSMITTER —500 W. VIDEO 250 W. AUDIO
DU MONT 20" MONITOR
WALL TRANSLUCENT REAR PROJECTOR SCREEN
16 MM PROJECTOR RIGHT ANGLE PRISM
RACK MOUNTED MONITORING EQUIPMENT
IMAGE ORTHICON CAMERA
AUDIO EQUIPMENT
TEST EQUIPMENT — OSCILLOGRAPHS

Visit the model telecasting studio and transmitter showroom at our new quarters —42 Harding Avenue, Clifton, N. J.

Reasonable investment...safe investment...lucrative investment. Such was the verdict of countless visitors to the Du Mont exhibit at the N.A.B. Convention. And it was based on seeing the selected units comprising the Du Mont Acorn Package (initial telecasting equipment). Likewise operating those units; studying performance; getting dollars-and-cents facts along with technical details.

You already have the first-hand story, if you were there. If not, 'phone, wire, write, or drop in.

© ALLEN B. DU MONT LABORATORIES, INC.

DOES THE JOB *Alone*

WOW

OMAHA

NBC* 590 5000 WATTS

WRITE, WIRE or PHONE JOHN J. GILLIN

*AFFILIATE

JOHN BLAIR & CO., Representatives

"VIC" DIEHM SAYS:

15 Years Old—

. . . but don't consider us a youngster. We chose our own environment—Pennsylvania's rich anthracite area where $55,000,000 per year is the annual earnings . . . and all this is spent in WAZL's coverage area. This means that your WAZL advertising dollar results in direct sales gains for you.

WAZL

Established 1932 · Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC · MBS

AGENCIES

GORDON D. CATES, who for past eight years has been with Young & Rubicam as a vice president, has joined Lennen & Mitchell, New York, as vice president in an executive capacity. Mr. Cates has a background of 19 years in advertising and sales promotion. Prior to his affiliation with Young & Rubicam he was with McCann-Erickson, New York, for eight years and before that with Fuller & Smith, Cleveland.

JOHN EICHHORN, former commercial manager of KING Seattle, has joined Hiddleston Evans & Merrill Inc., Seattle, as account executive. Prior to joining KING, Mr. Eichhorn was sales manager of KIRO Seattle and had been with Minneapolis Star Journal, Des Moines Register and Tribune, and San Francisco and Los Angeles Examiner.

Mr. Eichhorn

LOUIS E. TILDEN, radio director of Chicago office of Sherman & Marquette, has been elected vice president of that agency. Prior to joining the agency in 1945, Mr. Tilden was network account executive of NBC in Chicago.

JUDSON K. MULFORD, formerly with McGraw-Hill Publishing Co. as production supervisor, and before that with Conover-Mast Corp., has joined Geyer, Newell & Ganger, New York, as traffic and production manager. He takes over duties of **ANTHONY La SALA,** who after serving agency as head of its production department for last 15 years, recently was appointed an account executive.

LEE MALKIN, former advertising director of Goodwins Associated Stores, New York, has joined Lew Kashuk & Son Adv., New York, as an account executive.

WILLIAM W. HARVEY, former partner of Frank Oxarart Co., Los Angeles agency now dissolved, and prior to war service, director of advertising and public relations of Title Insurance & Trust Co., has joined Mays & Bennett Adv., that city, as production manager.

JAMES J. FREEMAN, former media director of St. Georges & Keyes, New York, will again be in charge as media director succeeding **CHARLOTTE RAINS,** resigned.

F. J. BRUGUIERE, formerly in charge of San Francisco office of Richard Jorgensen Adv., has joined Avery-Nolan Co., San Francisco, as a full partner [BROADCASTING, Oct. 13]. Agency has changed name to Avery & Bruguiere Adv.

KENNON COCHRANE, formerly with Foster & Davies, Cleveland, has joined Fuller & Smith & Ross, New York, as account executive.

GEORGE S. LANNAN has joined Grant Adv., Dallas, as account executive and **WINSTON BALL Jr.** has been added to the firm as production manager.

FRANKLIN FADER Co., Newark N. J., has been elected to membership in the American Assn. of Advertising Agencies.

PAULA SULLIVAN, executive secretary of San Diego Adv. and Sales Club, has joined William A. Evans Adv., San Diego, as production manager. She formerly was with Armstrong, Requa & Assoc., San Diego, as an account executive before joining the WACS during the war.

DAVID BOTSFORD Jr., of Botsford, Constantine & Gardner, San Francisco, has been appointed conductor of Stanford U. journalism division undergraduate advertising course this fall.

JAMES A. TAPP, radio director of McKim Adv., Montreal, has written fifth in series of booklets "What Timebuyers Want To Know" being issued by Wm. Wright, station representative firm of Montreal and Toronto.

TIFFANY THAYER, commercial copy writer of J. Walter Thompson Co., New York, on Standard Brands account, is in Hollywood for two weeks on business.

AMY MOULTON STEARNS, former traffic manager of Olian Adv., Chicago, has joined The Mayers Co., Los Angeles, as office manager.

ALLEN HUBBARD, former account executive of Allied Adv. Agencies, Los Angeles, has joined Associated Adv. Agency, that city, as radio director.

FRANK HORSLEY, son of **WILLIAM H. HORSLEY,** firm head, has joined staff of Pacific National Adv., Seattle.

LINDEKE Adv., Los Angeles, Nov. 3 moves to 3156 Wilshire Blvd. Telephone: Fairfax 2948.

JOHN F. WHITEHEAD & Assoc., Los Angeles agency, has discontinued offices.

CHARLES E. COLEMAN, account executive of Buchanan & Co., Beverly Hills and Los Angeles, has been appointed chairman of agency's plans board for Southern California.

PEDLAR & RYAN Inc. has temporarily closed Hollywood production offices, with **KARL SCHULLINGER,** manager, transferred to New York headquarters.

HAL R. MAKELIM, president of Makelim Assoc., Hollywood, is in Chicago and New York for one month on client business.

THOMAS D'ARCY BROPHY, president of Kenyon & Eckhardt, New York, and president of American Heritage Foundation, will be guest speaker at Hollywood Advertising Club luncheon meeting on Oct. 20. He will tell about the AHF and Freedom Train, which former organization sponsors.

JOHN BLACK, formerly with J. M. Mathes Inc., New York, and before that with McGraw-Hill in public relations, has joined Walter Weir Inc., New York, as director of publicity.

HELENE POEHLMAN, formerly with Foote, Cone & Belding, Chicago, has joined research staff of H. M. Gross Co., Chicago.

WILLIAM E. HOLDEN, former vice president and general manager of Affiliated Products Inc., division of American Home Products, has joined Doherty, Clifford & Shenfield, New York, as account executive and member of plans board. Mr. Holden previously was with Standard Brands for five years as regional sales manager.

Mr. Holden

RAINE BENNETT, formerly with news staff of WRC Washington, has been appointed director of public relations for Robert J. Enders Adv., Washington. Mr. Bennett previously was with KFI Los Angeles for ten years as a commentator and was director of radio activities for Los Angeles Chamber of Commerce and radio editor of Los Angeles Herald-Express.

WILLIAM B. MURRAY, head of radio department of William Morris Agency, New York, is the father of twin boys, Richard and Michael, born Oct. 9.

McCONNELL EASTMAN Co., Toronto, is moving its office about Dec. 1 from Bank of Toronto Bldg. to University Avenue and King St. W., where 6,000 square feet of space will be occupied in new University Motors Bldg.

ALVIN ZELLER, who has been associated for past year and a half with Donahue & Coe, New York, has joined Lew Kashuk & Son Adv., New York, as account executive.

TV 'HERE TO STAY'
Kicking-Around Period Over, Lindquist Declares

NORMAN LINDQUIST, vice president of Television Advertising Productions, Chicago, told members of the AMVETS Advertising Post of Chicago a fortnight ago that "television, like a football, has been fumbled and kicked around for years, but now it's here and here to stay.

"You, as advertising men and women, can no more afford to ignore this powerful sales combination of sight, sound and demonstration," he admonished, "than you can afford to ignore magazines, radio and newspapers."

As for the Chicago video picture, Mr. Lindquist opined that Chicago is "lagging behind" other cities, notably Los Angeles and Philadelphia, in its efforts to become a television center "because many agencies and advertisers have not taken the interest they should."

Referring to phone vision, recent Zenith development, Mr. Lindquist said it "is based on the theory that advertisers won't be able to support television." "This theory has already been disproved," he added, "for every day more and more advertisers are buying television programs."

FIRST two programs of the NBC thesaurus series of annual quarter-hour football programs titled "Pigskin Parade," have been issued to stations subscribing to the musical program service. Series consists of 10 quarter-hour script programs and is designed for broadcast on Saturday mornings during the football season.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by London Music

HILLS OF COLORADO

On Transcriptions: ASSOCIATED—George Towne; LANG-WORTH—Al Trace; WORLD—Les Brown.

On Records: Guy Lombardo—Decca 24179; Robert Scott—Mercury 3069.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

Special Handling!

. . . for the most important 60 seconds on the air—your spot announcement!

Sales messages on all of WGY's eleven* announcement periods are given special attention—they're woven into the pattern of the program—cleverly introduced—attractively spaced.

And there's no extra charge for special handling—it's routine treatment given all commercials broadcast by WGY.

Up-to-the-minute information on WGY announcement periods is yours for the asking. Boost sales now! Just get in touch with your nearest NBC Spot Sales Office or WGY, today!

**Chanticleer, The Howard Reig Shows, Tillie Lou, The Jolly Judge, Melody Time, Three Suns, Matinee Showcase, 'GY Jump, WGY Varieties and Needlepoint.*

GENERAL ELECTRIC

50,000 WATTS **WGY** SCHENECTADY, N. Y.

NBC AFFILIATE—REPRESENTED NATIONALLY BY NBC SPOT SALES

INVEST YOUR AD DOLLAR
WCK Y s-ly
L. B. Wilson
WCKY
50,000 WATTS OF SALES POWER
★ ★ ★

KTUL TULSA
KOMA OKLA. CITY

GLENN HARRIS, formerly with KYSM Mankato, Minn., KMBC Kansas City, KDYL Salt Lake City and KSTP Minneapolis, has been appointed program director of KMA Shenandoah, Iowa. He succeeds **TERRY MOSS,** resigned. Mr. Moss has not announced future plans.

GENE KING, former director of program operations with WOR New York, has been appointed program manager of WCOP Boston. Mr. King is to assume his new duties at WCOP today (Oct. 20).

Mr. King

NORMAN C. WIDENHOFER, sales promotion director of WGL Fort Wayne, since 1945, has been appointed program director of that station. He will have full charge of programming, in addition to supervising sales promotion.

JIM BROWNELL has been appointed program and sports director of WEUS, new 1000-w fulltime station on 790 kc, expected to begin operations at Eustis, Fla. by Jan. 1.

HOWARD M. PAUL, assistant continuity director of WLS Chicago for past 18 months and prior to that assistant radio director of BBDO Chicago, has resigned.

JIM FRIELING has joined WEBR Buffalo, as morning disc m.c.

MAURICE WAYNE, formerly with KGFW Kearney, Neb. and KTBS Shreveport, has joined announcing staff of KDKA Pittsburgh. **PHILLIP S. CROSS,** formerly with WPLH Huntington, W. Va., WKBN New Britain, Conn., KLO Ogden, Utah and KFDA Amarillo, Tex., also has joined KDKA announcing staff.

PAT ALAN, chief announcer and assistant production manager of KSTT Davenport, Iowa, has been named program manager of that station.

JON GNAGY, NBC television art instructor, is the author of "You Are an Artist," published last week by Doubleday & Co. Book is based on Mr. Gnagy's series of Thursday night art lessons on WNBT New York.

FRANKLIN R. CURTIS, formerly with WJPA Washington, Pa., WSTV Steubenville, Ohio, and WAJR Morgantown, W. Va., has been appointed program director of WTRF Bellaire, Ohio.

JOHNNY HARTIG, staff announcer at KOAT Albuquerque, has been appointed chief announcer of that station.

TOMMY ERWIN has been appointed program director of KVLF Alpine, Tex.

ROGER ADAMS, formerly with radio stations in Akron, Ohio and Port Arthur, Tex., has joined announcing staff of WKBN Youngstown, Ohio.

EDWARD P. EHRICH, ABC coordinator on the "Paul Whiteman Club," and Barbara Ellis of Manitowoc, Wis., were married Oct. 16.

EVELYN SIBLEY LAMPMAN, education director of KGW Portland, is the author of "Crazy Creek," juvenile book scheduled for spring publication by Doubleday Inc., New York.

EDWARD LYNN, faculty director of playwriting for American Telecasting Corp., Hollywood, is the author of Pasadena series, "Life of Theodore Roosevelt" on KXLA Pasadena. **CHARLES FREDERICK LINDSLEY,** head of Occidental College speech department and consultant to ATC, directs weekly series.

MIKE ROY has been assigned announcer on CBS "Screen Guild Players."

JOHN H. E. GROVES, assistand producer of KGW Portland, is handling all production of KGW-FM.

CHARLES (Gus) CHAN, assistant director of Milwaukee Centurama, 1946 centennial, and former freelance announcer and producer, has joined WMAW Milwaukee, as director of programming and public relations, effective Oct. 20. WMAW expects to be on the air about the first of the year.

GEORGE REED, chief announcer of WKNX Saginaw, Mich., has been appointed production manager in addition to his present duties.

BERT LITTLE, pianist and organist at WLW Cincinnati, is the father of a boy, Andy. Mrs. Little is the former **WILDA WHITESCARVER** of the WLW promotion department.

WENDALL ADAMS, director producer of number of radio programs and at one time member of CBS production department, succeeds **GEORGE ZACHARY** as director of "The Vaughn Monroe Show," which is sponsored on CBS by Camel Cigarettes through William Esty & Co., New York.

PRODUCTION

DON McNEILL, host of ABC "Breakfast Club," has been appointed vice-chairman of motion picture and radio committee of National Safety Council.

LOU PEIRCE, former actor and announcer for various Philadelphia stations, has joined announcing staff of KYW Philadelphia.

DOROTHY EWING has been appointed director of women's activities of KFBI Wichita, Kan. **TOM BELCHER,** formerly with KCRC Enid, Okla., has joined KFBI announcing staff.

JIMMY NOLAN, vocalist on transcribed "Melodies That Endure," is the father of a boy, Francis James.

WARREN LEWIS, NBC Hollywood producer, is the father of a boy, Michael David.

JUDITH LAWTON, formerly with program department of WTOD Toledo, has been appointed program director of WJBK Detroit. Miss Lawton began her radio career as a singer on WSPD Toledo when she was 14 years old. Since then she has performed for stage and screen, returning to radio a few years ago. She has been with WDSU and WWL New Orleans, KTBS Shreveport, WBSR Pensacola and KLIF Dallas.

Miss Lawton

DAVE RODGERS, formerly with WMAQ Chicago, KWBW Hutchinson, Kan., KTHS Hot Springs, WIRE and WFBM Indianapolis, has joined announcing staff of KMOX St. Louis.

BILL KARRENBAR, Army veteran, has joined announcing staff of WHBC Canton, Ohio.

JOE REEVES, formerly with WMBR Jacksonville, Fla., has joined announcing staff of WPTF Raleigh.

DAVID LEOPOLD, of WEBR Buffalo promotion department, and **RITA CONNORS,** of the station's music library, were to be married Saturday, Oct. 18.

STAURT STRAND, formerly with WJR Detroit and WMID Atlantic City, has joined announcing staff of WHK Cleveland.

HAROLD DALE, program director of WABZ Albemarle, N. C., is the father of a girl, Deborah Diane.

RAY MARSH and **IRWIN HOTT** have joined announcing staff of WRFD Worthington, Ohio.

STEPHEN McCORMICK, chief announcer at WOL Washington, is the father of a girl born Oct. 12.

SAM WOODALL, formerly with WSLI Jackson, Miss., WKBW and WGR Buffalo and WRVA Richmond, Va., has been appointed production manager of WINN Louisville.

JOAN SHEPHERD, vocalist formerly with KLX Oakland, has joined KWBR Oakland, presenting twice-weekly program, "Joan Shepherd Sings."

WILL GROFF, announcer at WJEJ and WJEJ-FM Hagerstown, Md., is the father of a boy, William Marshall.

ROBERT HALL, staff writer at KNX Los Angeles, is the father of a boy.

BETTE CLEAVELAND, formerly with sales promotion staff of WLW Cincinnati, has joined WZIP Covington, Ky., as continuity editor.

BILL SLATER, m.c. of "Twenty Questions" on MBS, will be profiled in November issue of Reader's Scope Magazine.

LEE ELLIS, record m.c. formerly with WFNC Fayetteville, N. C., and WEEI Boston, has joined WSPR Springfield, Mass.

TOM BASHAW, of WLS Chicago production department, is the father of a boy, William Michael.

The Real Thing

PRODUCERS at WTAG Worcester are not satisfied with substitutes when it comes to using sound effects. One of the station's sponsors, William Filene's Sons Co., local department store, is conducting an extensive store expansion, and is airing special announcements on WTAG. When the sponsor asked for the sound effect of a riveting machine to be used in the commercials, Producer Henry Felix could not find a satisfactory disc in the library. Chief Engineer Andy Browning came to the rescue by putting a mike on the WTAG roof, running a line into the engineering department and recording the sound of Filene's own riveting machine (in the next block) as it actually worked on the store.

Staff Visits New Transmitter

NOONTIME luncheon gathering was held by WQAM Miami, to indoctrinate members of the program, promotion, and sales departments to the technical improvements made at the WQAM transmitter. After the luncheon the staff was conducted on a tour of the transmitter building and grounds and the new FM transmitter was explained briefly in non-technical language.

HAWAII'S FIRST STATION
KGU
NBC IN THE PACIFIC SINCE 1931
HONOLULU
Affiliated with THE HONOLULU ADVERTISER • Represented by THE KATZ AGENCY, INC.

YOU MIGHT HUSK 1-1/5 TONS OF CORN IN AN HOUR*—

BUT . . . YOU CAN'T MARKET IT IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

Whatever your commodity may be—canned corn, coffee or cosmetics—*Western Michigan won't hear your story unless you broadcast it from Western Michigan!* Why? Because an invisible wall of *fading* blocks off acceptable radio reception from outside. So radios of this area are set on inside stations—and *more* on WKZO in Kalamazoo and WJEF in Grand Rapids, than on any others!

Take afternoons, for example. From 12 Noon to 6 p.m., WKZO-WJEF gets a 32.9% Share-of-Audience—whereas all other stations combined, of any one network, get no more than 26.2%. (Figures from Spring, 1947, Hooper Report.)

We'd like to send you the complete Report. Write us, or Avery-Knodel, Inc. Five minutes' reading will convince you.

---

* *Irvin Bauman, Illinois, husked 3260 lbs. (46.71 bushels) in 80 minutes, in Iowa, 1940.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

PROMOTION

ROBERT BLAKE, former assistant publicity director of WOR New York, has been appointed director of that department, succeeding **RICHARD PACK,** who resigned to join WNEW New York. Mr. Blake has been with WOR since 1940, except for war service from which he returned in 1945. Before joining station he was on staff of The New Yorker.

FRANK COFFIN, public relations director of KGW Portland, recuperating from surgery at Providence Hospital, returns to station duties in early November.

CHICK KELLY has been appointed publicity director at WCAU Philadelphia. He formerly held same post at KYW Philadelphia.

DON GETZ, member of WGN Chicago sales promotion department, is the father of a girl, Carolyn Elaine.

GEORGE E. DAWKINS Jr., has been appointed promotion manager of KSDJ San Diego.

PAUL SLONE, former promotion and publicity director of KLAC Hollywood, is the father of a boy.

BERT BRILLER, formerly of the WOR New York publicity department, has been appointed assistant director of publicity for WNEW New York.

DON SWEENEY, trade news contact at KNX Los Angeles, is the father of a boy, Michael.

Stop-and-Go Pins

CHILDREN'S safety promotion was launched Oct. 13 on "Happy Hank" program, heard on WLS Chicago, Mon.-Fri., at 7:30, with formation of new club. Children will be invited to write for membership cards in "Happy Hank Safety Club." With card each child will receive a plastic Stop-and-Go pin that changes from red to green when button is pressed. Card, which is to be taken by child to his teacher, carries following rules of the club: (1) I will not play in the street; (2) I will not go out in the road from behind parked cars; (3) I will cross streets at corners, and (4) I will look both ways before crossing the street. Package-top of "Coco Wheat" product of Little Crow Milling Co., which sponsors the program, and two 3c stamps are required with each request for membership.

Agency Ad

INSTITUTIONAL ads on its operations are being run in local newspapers by Gray & Rogers, Philadelphia advertising agency. As part of the series the agency has put out an "anniversary note" reading: "Twenty years ago this month, this agency was founded. Twenty years ago next month, this agency had to borrow money to pay its bills. One of the bills it borrowed money to pay was for its own advertising. Foolhardy? Naive? Perhaps. But what helped to run us into the red the first month has helped to keep us in the black ever since."

Promotion Kits

DISC JOCKEY KITS containing one-minute sample presentations on record shows available on stations represented by John E. Pearson Co. are being distributed by that firm. Kits contain data on time, talent, cost and other availability information.

WHLI Brochure

FOUR-PAGE, two-color brochure titled "Let the Voice of Long Island Speak For You" has been sent by WHLI and WHNY (FM) Hempstead, Long Island, to 3,000 Long Island merchants. Brochure deals with coverage, policy, personnel, and rates.

Scholarship Awards

QUIZ KIDS are offering eight two-year college scholarships, each valued at $2,200, in new essay contest for high school seniors throughout the country. Students are invited to write on subject "What America Means to Me." "Quiz Kids" are staging contest in cooperation with American Heritage Foundation, sponsors of the Freedom Train now touring the country. Only rules for contest are that students be high school seniors and essays be postmarked before midnight Nov. 10, closing date of contest.

'Screen Guild' Featured

FOUR-PAGE brochure illustrated with photographs from "Screen Guild Players" broadcasts has been sent by CBS promotion department to more than 1,000 R. J. Reynolds Tobacco Co. executives, salesmen, and dealers, and to all CBS affiliates carrying the show, sponsored by Reynolds for Camel Cigarettes.

KULA Contest

CONTEST requiring a 50-word statement on "What Radio Means to Me" was conducted recently by KULA Honolulu. Contest ran for one month and station reports that it attracted mail from each of the 97 post offices in the territory. Winners were given the choice of accepting the prizes offered or selecting other merchandise comparable in value to the prize they won. This led to some difficulties, as the fourth place winner, who was to receive an air circulator, picked 14 other pieces of merchandise as replacements, and the fifth place winner selected seven other items in place of the lamp she won.

Style Poll

EXTENSIVE POLL of Greater Cincinnati area has been conducted by Bill Dawes, conductor of the "Makebelieve Ballroom" program on WCKY Cincinnati, on the subject of the new style of increased skirt lengths. Mr. Dawes received 516 opinions in letters and postcards from listeners, and he plans to send results of the poll, with typical comments and letters, to several dress and skirt designers and manufacturers in New York and Chicago. Of the total opinions received, 510 favored retention of present skirt styles, most of these opinions based on economic observations.

Stress Public Service

PUBLIC SERVICE activities of station are featured in latest promotion piece issued by WPIK Alexandria, Va. Full page reprint of an article, on the need of blood doners, which appeared in the Woman's Home Companion has been prepared by the station. Superimposed on the reprint is a station release telling of a recent case when WPIK and WPIK-FM came to the aid of a critically ill patient by recruiting needed blood donors. Mailing piece is presented as the station's answer to the plea of the article titled "We Need Blood."

Up-to-Date Data

REPRINT of a 1946 promotion piece has been prepared by KMOX St. Louis to bring its advertising data up to date. Information given on the '46 folder is corrected in red ink to show the increase in the station's coverage and selling power in the last year. Cover of folder is blank except for a small note in one corner reading "KMOX brings a 1946 advertisement up to date." Inside spread is headed "Again in 1947 the People's Choice," and gives results of the latest BMB study.

Meat Price Guide

GUIDE for estimating a fair price for meat on the retail level is being offered free to housewives by KNX Los Angeles. Guide sets up a ratio between the price of livestock in the stockyard and the price the public should pay for various cuts of meat. By matching the current price of livestock in the stockyard to the code in the guide the housewife is able to arrive at a fair price that she should pay for various cuts of meat.

Food Show Promoted

CURRENT FOOD crisis is used as theme of campaign being conducted by Kasper-Gordon, Inc., Boston transcription firm, to promote its package show, "Eat-itorially Speaking." Promotion pieces have been sent to every station in U. S., as well as to President Truman and Charles Luckman, chairman of Citizens Food Committee. Brochure describing format of the show, which features Dickman Stone, and examples of promotion furnished by Kasper-Gordon, are included in the presentation. Each package also contains a letter telling how "Eat-itorially Speaking" can aid in the food conservation drive.

Special Edition

DEDICATION of the new transmitter and broadcasting plant of WCFC (FM) Beckley, W. Va., was herald by a special eight-page supplement in the Beckley Register. Entire supplement was printed on light pink paper. Story of the station and its new "home" was augmented with numerous pictures of the building and the staff. Dedication day was declared as open-house and the special supplement invited Beckley citizens to visit the new studios.

Teachers Manual

RADIO utilization manuals to assist teachers in using a specially prepared educational series in the classroom are being distributed to all elementary schools in the listening areas of KFBK Sacramento, Calif., and KOH Reno, Nev. Manuals consist of program schedules for the educational series; tell what the program will be about; explain words used in program and give a list of books children might read in connection with the broadcast.

WARL Album

FEATURING its slogan "The Family Station," WARL Arlington, Va., has issued a souvenir album titled "Going Forward With Radio." Cover of album is styled after an old-fashioned sampler, with scene of a family gathering. First section of album deals with transition in communications and the transition in the WARL listening area. Entire story is told in pictures with short captions. Remainder of the album features photos of station personalities.

Farm Facts

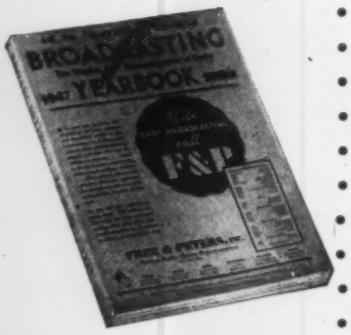
BOOKLET listing sources of farm income and other farm data has been prepared and issued to the trade by The Katz Agency, New York. Titled "Farm Facts for Advertisers," booklet gives farm expenditures, size and facilities of farms and other basic information of interest to advertisers. Material is presented in convenient, easy-to-use tabular form for ready reference.

Food Contest

DISTRIBUTORS of Centrella Pure Foods, Chicago, are launching co-op movement among member-grocers providing for individual sponsorship of program "To You, Milady, a Melody" on WGN Chicago. Focal point of program is contest for housewives in which 15 cases of Centrella Brand Pure Foods are awarded each week in behalf of neighborhood grocers, as basis of practical tie-in between program and stores. Grocers keep entry blanks for contest in stores, which are decorated with window posters and prize package displays. Agency is Saltimieras Radio Adv., Chicago.

IF

You've not returned your Questionnaire



. . . please send it back today. Additional changes should be air mailed as they occur so your listing in the 1948 YEARBOOK will be complete and accurate.

If your business fits one of the categories listed below, be sure *you* are listed in the YEARBOOK — the encyclopedia of broadcasting. Write for your questionnaire.

Are you a: new station, representative, program producer, sponsor, agency, FM station, TV station, talent agency, equipment mfgr.? Write for your questionnaire.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

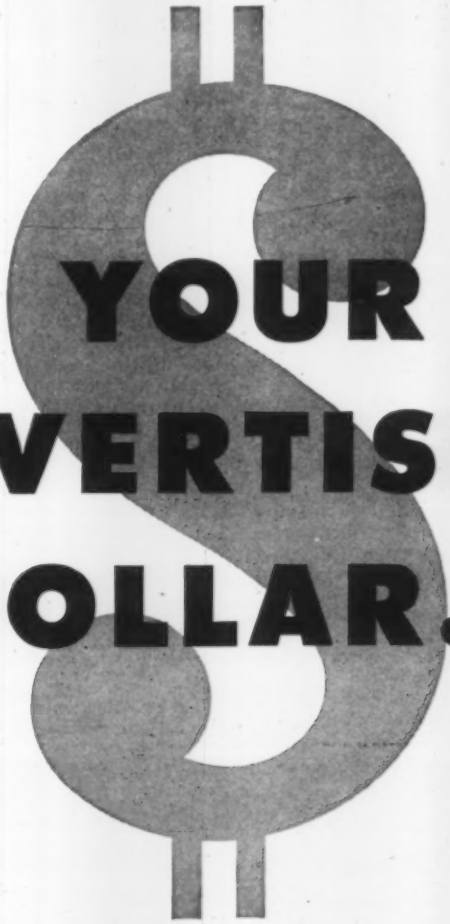
NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

NOW 5000 WATTS

KTFI

TWIN FALLS · IDAHO

WEED & CO., *Representatives*



YOUR ADVERTISING DOLLAR...

on CFRB each advertising dollar buys

2,795 potential radio homes after 7:00 p.m.

3,475 potential radio homes between 6 and 7 p.m.

5,195 potential radio homes at other times.

On CFRB you reach more listeners per dollar than any other Toronto station. That's why CFRB's advertisers keep on using the station year after year.

Ask them why they stay! Perhaps they won't quote figures or facts . . . but they'll give you the *real* answer. They stay because they get results! They stay because they reach *more* radio homes, *more* prospects for their product . . . selling an audience that's been growing for twenty years!

CFRB TORONTO

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Ltd.

Looking forward to the next twenty years!

FOR merchandise of quality Wilkes-Barre women for 75 years have chosen . . .

Isaac Long

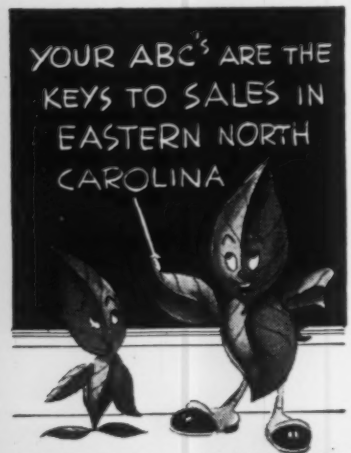
. . . and for results in their first radio campaign Wilkes-Barre's store of quality turned to . . .

WILK

Represented nationally by

ADAM J. YOUNG, Jr., Inc.

New York Chicago San Francisco



WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

WRRF
5000 WATTS, 930 KC
WASHINGTON, N. C

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

Respects

(*Continued from page 46*)

Foreign Legion, winning the Croix de Guerre and a commisison as *sous lieutenant* in field artillery (75's).

If he had not chosen law, he might very well have been a writer or scholar. Insofar as the practice of his profession permits, he is both, as evidenced by the phrasing and scope of his briefs. Before going to Washington he was on the faculty of Northwestern U. Law School for some 10 years, and since then has from time to time conducted courses at law schools in Washington. He was editor-in-chief of the *Journal of Radio Law*, which was published in 1931-32 before being discontinued because of the depression.

He is handy with limericks and parody, and a favorite pastime is the private production of skits which he also writes, stages and acts in. He is an amateur musician, playing the violin, accordion and piano. During the war he operated what came to be known as the "Malay Club," composed of radio and aviation friends in armed service to whom he rented rooms in his home. More than 70 men were "resident members" at one time or another during the war.

On the more serious side, his chief interests away from the office are (1) his daughter, Barbara Suzanne, who was married last month to K. Kenneth Brobeck Jr. after graduating from Smith College with a major in physics and a student pilot's license in aviation; and (2) his collection of books on the origin of the first World War, which numbers several thousand volumes and is regarded as one of the best existing libraries on the subject.

Louis Goldsborough Caldwell was born in Oak Park, Ill., a Chicago suburb, on Sept. 25, 1891. He is the son of Mrs. Susan Cook Caldwell and the late John D. Caldwell, who was vice president and secretary of the Chicago and North Western Railway. He won his AB degree from Amherst College in 1913 (he is a former Amherst trustee), and his MA and LLB degrees from Northwestern U. Law School in 1916. He went to work immediately for the firm of Kirkland, Fleming, Green, Martin & Ellis and had just worked his salary up from $10 to $12 a week when he went overseas with the ambulance service in 1917.

Upon release from the French Army in 1919 he returned to Kirkland, Fleming as a member of the firm. He got into radio more by chance than by design. Following the 1926 breakdown of regulation under the Commerce Dept., WGES Chicago, under a former ownership, followed the practice of the day and picked for itself a more favorable frequency. The channel it chose was near that of WGN Chicago, owned then and now by the *Chicago Tribune*, one of Kirkland, Fleming's clients, and Mr. Caldwell took the case and went to court. He won a temporary injunction befor the dispute, upon passage of the Radio Act of 1927, was referred to FRC as one of the earliest hearing cases. The upshot was that FRC invited Mr. Caldwell to set up its law department.

He joined the Commission on July 1, 1928, planning to stay three months. Instead he stayed eight—eight hectic months in which, at the outset, he and the lawyers he recruited found they had no formal quarters and scarcely the rudiments of office furniture. But he managed to pack a great deal of productivity into that cramped period, drafting a complete set of regulations, writing reports and decisions, aiding in the general and shortwave allocations, and in court successfully defending the Radio Act against charges of unconstitutionality.

He left FRC on Feb. 23, 1929, and returned to the law firm in Chicago. But subsequent months found him commuting to Washington so frequently that the firm decided to open offices there. This was done in the fall of 1930, and since that time he has headed the Washington office as resident partner.

His activities on behalf of clear-channel stations started in the 50-kw hearings of 1930. In 1934, when the number of clears was being gradually reduced, he was asked by a group of clear-channel stations to represent them. The result was the 1934-35 investigations which, conducted by FCC with aid of the clear-channel group, developed the first data on nighttime skywave—data that is still in use by FCC and which was incorporated in the first North American Regional Broadcasting Agreement.

He represented the clear-channel cause again in 1936 and in the general hearings in 1938. In 1937, as a representative at the preliminary NARBA conferences, he worked to keep the way open, internationally, for maximum U. S. usage of clears.

Back in 1932 he attended the Madrid Radio Conference and supported a plan of allocations which he is convinced would have prevented most of the problems that harass radio service today. This was a plan to add lower frequencies—in the 400 and 500-kc region —to the standard band. He had success in sight when the armed forces, getting wind of it, scuttled the plan.

His activities have not been wholly in the broadcast phase of radio. He organized Press Wireless and Aeronautical Radio Inc., composed of aviation radio users, and has devoted much of his energies in their behalf. He has represented users in numerous radio and cable rate cases.

He has fought the battle of free speech consistently—in magazine and law review articles, in speeches and in cases before the Commission. He canvassed the subject extensively in January 1935, in a booklet titled "Freedom of Speech and Radio Broadcasting," which was published in *The Annals of the American Academy of Political and Social Science.*

His most recent campaigns in this field were in the New York *Daily News* case, in which he has won tentative dismissal of American Jewish Congress charges that the *News* exhibited racial prejudice and should be denied FM and television permits; and in the KFI Los Angeles "commentator case," in which he secured renewal after it had been held up for FCC study of the station's policy regarding commentators.

With Philip J. Hennessey and other Washington attorneys he organized the Federal Communications Bar Assn. in 1936, and he served as its first president. He also is active in the American Bar and District of Columbia Bar associations. He is a former chairman of the District Bar's committee on administrative practice and its administrative law section. In the American Bar he has served as member or chairman of committees on radio law, communications, and administrative laws.

He is also a member of the Assn. of Interstate Commerce Practitioners, American Law Institute, and Institute of Radio Engineers. He won a Phi Beta Kappa key in college and is also a member of the Order of Coif, Delta Upsilon, and Phi Delta Phi fraternities, and of the National Press Club and the Metropolitan Club of Washington.

Capitol's TRANSCRIPTION LIBRARY SERVICE pays off FOR STATION WHBQ MEMPHIS, TENN.

Is **WHBQ**'s Program Director happy! Here's what he says:

"We began Capitol's service May 1st, and May 1st in Memphis (with seven radio stations) is a most inopportune time to sell advertising. Regardless of this, we were able to sell EIGHT shows with the sales line, 'WE HAVE CAPITOL SERVICE—THE BEST TO BE HAD.'

"At the present time, all these shows are **SOLD** . . . My Serenade, Hollywood Serenade, Sunday Serenade, Hayloft Jamboree, Jan Garber, King Cole Trio, Lullaby in Rhythm, and Chuckwagon Jamboree!"

A pay off FOR YOU, TOO!

WHBQ proves it! Capitol's Transcription Service really can pay for itself! In new sales. In new, bigger audiences. You BUILD your OWN shows with the Capitol Service . . . from a full basic library and suggested show formats. Every category of music and big-name talent for commercial and sustaining programs.

Start-to-finish programming help, too. Themes and dated formats each month for 400 complete shows, musical opening and closing themes, voice tracks by the artists, musical interludes. And you're sure of the highest in transcription quality and engineering. All part of your **PAY-OFF** . . . with the Capitol Transcription Service.

The coupon below brings you the complete story—at no expense, of course.

Sunset and Vine

Capitol — A DIVISION OF CAPITOL RECORDS — TRANSCRIPTIONS

PROGRAM SERVICE FROM HOLLYWOOD

***free* demonstration transcription**

Capitol Transcriptions
Sunset & Vine
Hollywood 28, California

Please send me without cost . . .

1. **Demonstration Transcription—to show me what makes Capitol's Service *different*.**
2. **Complete details about the Library Service and its costs.**

Name _____

Position _____

Station _____

Street and No. _____

City and State _____

WMPS

MEMPHIS

68

On Your Radio

10,000 W Day Time
5000 W Night Time

REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales
18 W. 44 ST. • NEW YORK 18, N. Y.

TESTIMONIALS

We Got 'Em!

LENNEN & MITCHELL, Inc.

"I regard The Texas Rangers as one of radio's outstanding acts."

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
Geo. E. Halley, Mgr. Syndicated Features
PICKWICK HOTEL, KANSAS CITY 6, MO.

WAA Surplus Electronic Items to Be Up for Sale

SURPLUS electronic items valued at more than $12,000,000 will be placed on sale in November by the Honolulu regional office of War Assets Administration.

One lot (Sale No. 330) includes trucks and trailers with electronic equipment. These have a reported cost of $11,981,965. The electronic items installed on the trucks and trailers include long-range radio and various types of radar equipment. The other lot (Sale No. 504) includes a long list of tubes, loudspeakers, microphones and receivers.

Brochures giving detailed descriptions can be obtained at Room 4022, Railroad Retirement Bldg., Washington, WAA Office of General Disposal of Territories & Possessions. Material can be bought by mailing sealed bids.

TECHNICAL

A. C. GOODNOW, formerly with Weldon and Carr, Washington radio consultants, has been appointed to headquarters engineering staff of Westinghouse Radio Stations Inc., Philadelphia. Mr. Goodnow previously was with KYW Philadelphia and KDKA Pittsburgh, and during the war he was with Westinghouse Industrial Electronics Div., Baltimore.

HARRY SIMPSON, former radio operator for City of Philadelphia, has joined technical staff of KYW Philadelphia.

WARREN JAYNES, member of WLS Chicago engineering department, has resigned to operate his own hunting and fishing lodge in Wisconsin.

PETER BURGESS, control operator of CKY Winnipeg, is the father of a boy.

DuMONT LABS, in collaboration with New York Post, last month conducted demonstration of use of television for news coverage. DuMont video receiver was installed at the Post newsroom and photographers set up equipment to snap pictures directly from the screen. They were developed immediately and ready for newspaper use within 20 minutes.

CARL E. GRINDLE, electrical engineering graduate from U. of Wisconsin, has joined engineering staff of Nathan Williams Consulting Engineer, Oshkosh, Wis.

JAKE PRESSON, engineer of WABZ Albemarle, N. C., and Irma Burleson were married Sept. 20.

GENERAL ELECTRIC Co., has developed new tube to perform up to 2,500 mc under full plate input, Type GL-5648, for commercial FM, television and radar, as well as studio-transmitter links. Of lighthouse design, forced-air-cooled triode tube for oscillator service and grounded-grid power amplifier applications have cathode voltage of 6.3 volts. Maximum ratings for Class C operations include d-c plate voltage of 1,000 volts and plate input of 100 w; 25 w power output as grid-separation oscillator at 500 mc.

LESTER SACKS, transmitter engineer at WIBG Philadelphia, is the father of a girl, Marilyn Jeanne.

SUPERIOR ELECTRIC Co., Bristol, Conn., has introduced two new types of Voltbox a-c power supplies for use as compact portable source of variable a-c voltage. Each of the new types, UCIM and UC2M, contains powerstat variable transformer; easily read voltmeter; three output receptacles and set of superior binding posts; "on-off" switch and "line-load" switch; renewable fuse and six-foot cord-plug.

ROBERT BREEN, formerly with War Assets Administration and U. S. Navy Bureau of Ships, has joined engineering staff of WHBC Canton, Ohio.

BILL TRAVERS, new to radio, has joined engineering staff of CJBQ Belleville, Ont.

ALLIED ARTS

BURGESS DEMPSTER, formerly with Magnavox Co. and Crosley Corp., and **R. B. BONNEY,** previously with RCA and Crosley, have organized Electronic Engineering Co. of California at 2008 W. Seventh St., Los Angeles. Firm handles general electronic consulting and is available to represent eastern firms who require technical representation in California.

G. S. (Pete) WASSER, former manager of KQV Pittsburgh, has announced the opening of Pete Wasser Co., in the Keenan Bldg., Pittsburgh. Firm will specialize in radio advertising and radio program productions. Mr. Wasser entered radio in 1931 as manager of New York offices of Furgason & Aston, station representative. In 1939 he became manager of WJAS and KQV in Pittsburgh, at that time jointly owned by H. J. Brennan. When KQV became a separate operation in 1944, Mr. Wasser was named vice president and general manager.

Mr. Wasser

NATIONAL SCRIPT SERVICE, Detroit, publisher and distributor of radio scripts, has announced that its new fall catalogue of radio plays and audition material is now available for schools, universities, stations and community groups. Address: 927 David Scott Bldg., Detroit.

ETHYL FOSTER, former public relations director and radio program director, will represent Marlowe Television Assoc. in Philadelphia. Miss Foster's chief duty will be to keep advertisers and advertising agencies informed on various video services offered by Marlowe firm. Miss Foster previously worked for WCAU and WDAS Philadelphia.

MURRAY BOLEN, after two months, by mutual agreement, has terminated duties as general manager of Edgar Bergen's California Interests Corp., Hollywood. He will concentrate on program packaging and production. Mr. Bergen decided not to make his corporation operative until next spring.

MARJORY LEVIT, former associate editor of Tide magazine, has joined staff of Harry Coleman & Co., Chicago public relations firm, as an assistant account executive.

MILES AUER, formerly in NBC Hollywood traffic department, has joined Frank Winkler Agency, Hollywood talent service, as an associate.

A. D. ADAMS has been appointed advertising manager of Air King Products Co., Brooklyn, N. Y., makers of radios, combinations, and wire recorders. Mr. Adams formerly was with WCAU Philadelphia and WTNJ Trenton, N. J.

JEFFERSON-TRAVIS Inc., New York, wholly-owned marine radio subsidiary of Emerson Radio and Phonograph Corp., has announced the appointment of French-Van Breems Inc., New York, as Jefferson-Travis export division. French-Van Breems will handle export details for Jefferson-Travis marine radiotelephone equipment.

HARRY COLEMAN & Co., Chicago public relations firm, has moved offices from 333 N. Michigan Ave. to larger quarters at 69 W. Washington St. Firm also announces the establishment of a Washington, D. C. branch office.

R. F. NYLEN & Assoc., Chicago, has announced a new service to agencies, their clients and sales group. Firm now makes slides to order at low cost for illustration at sales meetings, clinics, lectures and presentations.

JOHN E. COOPER, formerly with J. Walter Thompson Co., has been appointed director of client service of Elliott-Haynes Ltd., Toronto marketing researcher firm.

WALTER J. NILES, vice president and general manager of Frederick Hart & Co., Poughkeepsie, N. J. (mfgr. of sound-on-film recorders), has been elected president of the firm.

RONALD GOODMAN has joined Mitchell McKeown Organization, Chicago public relations counseling firm, as member of executive staff.

KIRKPATRICK Inc. has been appointed as RCA educational distributor for Oklahoma, Arkansas and West Tennessee. Regional offices will be maintained in Oklahoma City, Tulsa, Little Rock and Memphis.

L. K. ALEXANDER has been named assistant manager of General Electric Receiver Division. He was staff assistant to **I. J. KARR,** manager of the division, until recently. He joined General Electric in 1933, in Schenectady accounting department.

FRANK P. CROWLEY, former account executive of Carter, Jones & Taylor, South Bend, Ind., has joined C. G. Conn Ltd. (Continental Music Div.), Chicago, as advertising and sales promotion manager.

PEORIA ADV. & SELLING CLUB is to have its first annual Gridiron Dinner Nov. 19 at the Pere Marquette Hotel, Peoria. Club has issued a brochure announcing the dinner and explaining system to be used in making application for attendance.

ROBERT LIGHT PRODUCTIONS Inc., Hollywood, program packager and producer, has appointed **JULES ALBERTI** as New York representative.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

Market

THE LONG ISLAND STORY...

From Hempstead, New York, "The Hub of Long Island", two new radio stations—WHLI (1100 on the dial, between WHN and WNEW), and WHNY (in the middle of the FM dial) are serving Long Island's richest and fastest growing area, Nassau County.

WHLI and WHNY blanket Nassau County* in which live a half-million middle-class, suburban consumers whose per family income is 46% higher than the national average (and 13% higher than the New York state average). Retail sales in Nassau County last year exceeded a third of a billion dollars and were 21% per-family higher than the U. S. average (and 10% higher than the New York State average).

Nassau County is a major **class and mass market** . . . with more population, annual retail sales and net income than 98 other metropolitan county areas such as Rochester, Toledo and Fort Worth. More people live in Nassau than in 4 states; more goods are sold at retail in Nassau than in 11 states; more food is bought in Nassau than in 12 states. Food sales in Nassau, for example, are 70% higher per family than the national average—26% higher than the N. Y. State average.

By responsible **local** radio reporting, by expert **local** programming of familiar music, by alertly serving the requirements of **local** listeners and their organizations, WHLI and WHNY are becoming every day a more important factor in the life of Long Island, enthusiastically accepted by **local** listeners and **local** advertisers.

Today WHLI and WHNY offer advertisers access to the homes of Long Island consumers on an extremely favorable basis. It's an opportunity that alert advertisers are invited to look into now. For full information call or write Elias I. Godofsky, president,

WHLI • WHNY (FM)

Hempstead, Long Island, New York

* But that's not all! In addition, WHLI and WHNY deliver a PRIMARY BONUS SIGNAL to a million and a half more consumers in the Long Island markets adjoining Nassau—in Suffolk and Queens Counties, and Brooklyn.

"The Voice of Long Island"

It will soon be 630 in Savannah

—and in the homes of over a million people in 79 counties of the great Georgia - Carolina Seaboard Market.

NBC AFFILIATE WSAV

630KC • 5000 WATTS • FULL TIME

CANADA'S FOURTH MARKET

WINNIPEG

A "MUST" BUY

CKRC

630 KC. NOW 5000 WATTS

REPRESENTATIVE: WEED & CO.

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Write us for full details and quotations—or have your Broker do so.

EMPLOYERS REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

Sponsors

HARRY G. KEBEL has been named advertising manager of Harriet Hubbard Ayer Inc., New York. He has served many leading corporations in advertising and research.

AMERICAN TOBACCO Co. added WPTZ Philadelphia to NBC Television Network for Army-Illinois and Princeton-Dartmouth games, Oct. 11 and Nov. 22. Full schedule of 11 telecasts sponsored by American Tobacco for Lucky Strike is broadcast by WNBT New York, WNBW Washington, WRGB Schenectady. Agency: N. W. Ayer & Son, New York.

KNOX THE HATTER will sponsor all five home football games of Columbia U. over WCBS-TV New York. **MEL ALLEN** will do the play-by-play. Agency: Geyer, Newell & Ganger, New York.

RAND TRAILER SALES Co., Los Angeles (So. Calif. trailer chain), Sept. 22 started spot announcement campaign on KXLA KFVD KPMC KCOK KARM. Contracts are for 52 weeks. Agency: Harry J. Wendland Adv., Los Angeles.

INTERSTATE LABS Inc., Louisville (Oculine—eye preparations), has appointed Morgan Adv. Agency, Los Angeles, to handle advertising in Western states, and Oct. 15 started sponsoring daily participation in "Happy Homes" on KHJ; "Man Said Yes" on KMPC; "Ladies Day" and Joan Schafer's "What Do You Say?" on KFI. Contracts are for 52 weeks.

LOS ANGELES BREWING Co., Los Angeles (Eastside beer), Oct. 31 renews nightly two-hour "Eastside Dance Time" on KFWB; five weekly 30-minute "Mild & Mellow" on KMPC; Sunday half-hour "Eastside Serenade" on KECA, and in addition starts heavy spot announcement schedule on 12 Southern California stations. Firm on Nov. 3 also starts daily five-minute newscast on KLAC. All contracts are for 52 weeks. Agency: Lockwood-Shackelford Adv., Hollywood.

CANADIAN MARCONI Co., Montreal (receivers, tubes), is starting half-hour transcribed Ziv "Ronald Colman Show" on 35 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

WALTER BREWING Co., Pueblo, Colo., has appointed Ed M. Hunter Co., Denver, as advertising agency.

TWEET Inc., Cambridge, Mass. (Tweet Super Whipped Marshmallow), has appointed Badger & Browning Inc., Boston, as advertising agency. Radio will be used.

MORTON SALT Co., Chicago, has appointed Needham, Louis & Brorby., Chicago, to handle its advertising.

HOLLEB & Co., Chicago (food distributor), has extended campaign [BROADCASTING, Sept. 29] celebrating its 28th anniversary to Rockford, Ill., area where it will use 60 spot announcements on WROK during month of November. Agency: Kuttner & Kuttner, Chicago.

BEST FOODS Inc., New York, has appointed Young & Rubicam Ltd., Toronto, to handle its Canadian advertising effective Jan. 1, 1948. Products affected are Hellmann's and Best Foods mayonnaise and 2-in-1 shoe polishes.

CUNNINGHAM'S DRUG STORES Inc., Detroit, Oct. 7-15 is using 700 15-second transcribed announcements to publicize the firm's 58th birthday sale. Stations being used include WJR WWJ WXYZ CKLW WJBK WJLB WKMH WEXL. Agency: Simons-Michelson Co., Detroit.

IMPERIAL TOBACCO Co., Montreal (cigarettes), Oct. 27 starts transcribed program "Smiths of Hollywood" on 47 Canadian stations. Agency: Whitehall Broadcasting, Montreal.

Network Accounts

New Business

IMPERIAL OIL Ltd., Toronto (gasoline and oil), Oct. 18 started National Hockey League games on 43 Canadian stations, 10 French and 33 Trans-Canada network stations, Sat. 9:05-10:30 p.m. Agency: MacLaren Adv., Toronto.

Renewal Accounts

PHILCO Corp., Philadelphia, Oct. 17 renewed for 52 weeks "Burl Ives Show" on MBS Fri. 8-8:15 p.m. Agency: Hutchins Adv., New York.

REVERE CAMERA Co., Chicago, Oct. 30 renews for 52 weeks "Jan August Show," on MBS, Sat. 5:45-6 p.m., expands stations from 17 to 40, and switches time of show to Thurs. 8-8:15 p.m. Agency: Roche, Williams & Cleary, Chicago.

Net Changes

TONI Corp., Toronto (coldwave hair curlers), Oct. 14 changed name of show from "Toni Time" to "Swing Along" on 22 Trans-Canada network stations, Tues. and Thurs. 1:45-2 p.m. Agency: Spitzer & Mills, Toronto.

WM. R. WARNER Co., Toronto (Richard Hudnut toilet preparations), Nov. 9 cancels "Sammy Kaye Sunday Serenade" on 18 Dominion network stations, Sun. 1:30-1:55 p.m. Agency: James Fisher Co., Toronto.

CANADIAN MARCONI Co., Montreal (receivers, tubes), Oct. 17 cancelled "Marconi Show" scheduled to start that date on 30 Dominion network stations, Fri. 9:30-10 p.m. Agency Cockfield Brown & Co., Montreal.

Open Mike

(*Continued from page 36*)

listeners with Jack Benny. Let me get down to particulars . . .

I have been following with interest the discussions in the industry regarding "give-away" programs. I now note with greater interest that one of the proposed Standards of Practice which has been submitted before the board of directors of NAB is as follows: "Any broadcasting designed to 'buy' the radio audience and to influence it to listen in hope of reward, rather than for the quality of the broadcasting, should not be permitted."

KCOL is a new station, having been on the air since March of this year. We are located in a small market under the guns of four large metropolitan stations representing the four major networks. The big boys who dream up these so-called "standards" sit back in their plush offices and ride the network programming while we newcomers, without benefit of network programming, have to use a little ingenuity.

We have our local news, sports, special events and plenty of good music, but still if we are going to compete with shows costing thousands of dollars for talent alone, it seems to me to be only fair to let us have our "give-aways" if they are programmed on a fair basis. Everyone has a little gambling streak in him and it is only natural that he would be interested in winning something if there weren't any strings attached.

Our "give-away" program is becoming a community topic of conversation. On our particular program, *It Pays To Listen*, which is scheduled six times daily, we spin three wheels which correspond to the page number, column number, and the number down the column in the local telephone directory.

People like this program . . . a small town this is a big source of entertainment for them. Also, the program is brief, lasting only five minutes. This program has been running for over three months and we have not had one single criticism, in fact, two local ministers commented that they listened whenever possible.

I feel that programs of this type are one way we small station operators can manage to eke out a living in face of heavy network competition. We have practically the same investment, staff, and expenses that a metropolitan station has with many more headaches. Fortunately, we are doing all right but it is only because of programming designed to fit into community life and hard selling. I think contests and give-away programs are just as much a part of community service as news and special events.

Douglas D. Kahle
General Manager
KCOL Fort Collins, Col.

AGRICULTURE

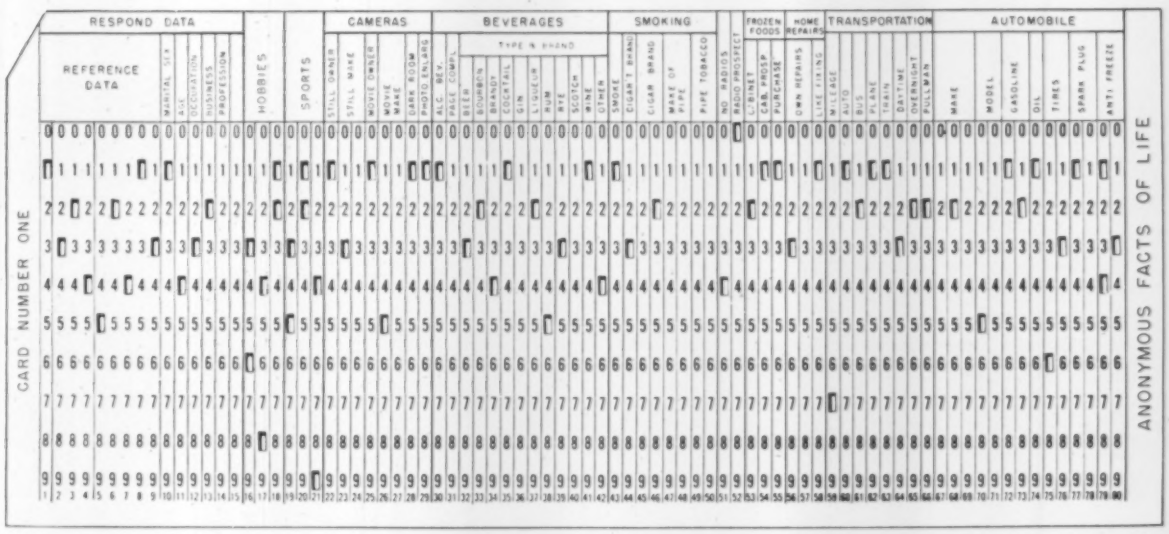
We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Marketing Surveys Compiled

QUICKLY, ACCURATELY

by IBM Service Bureaus



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ACTIONS OF THE FCC

OCTOBER 10 TO OCTOBER 16

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

October 10 Decisions . . .

BY THE COMMISSION

Petition Denied

Clear Channel Bcstg. Service—Denied petition requesting information on FM receiver performance. Commission is of opinion that under published issues in clear channel hearing FM service data is not relevant. Announced informal conference re hearing for Oct. 16.

ACTIONS ON MOTIONS
(By Commissioner Hyde)

WJPF Herrin, Ill.—Granted petition requesting dismissal without prejudice of application.

El Paso Bcstg. Co., El Paso, Tex.—Granted petition requesting dismissal without prejudice of application.

Hanover Bcstg. Co., Hanover, Pa.—Granted petition for leave to amend application to change applicant from partnership to corporation known as Hanover Bcstg. Co. Inc., and to revise certain engineering data.

William Courtney Evans, Dover, Del.—Granted petition insofar as it requests leave to amend application to specify 1410 kc 1 kw D in lieu of 1490 kc 100 w unl. etc., and remove from hearing docket. Insofar as petition requests immediate grant without hearing it is dismissed.

WKAT Miami Beach, Fla.—Dismissed petition requesting severance of application from consolidated hearing, and issuance of order directing Biscayne Bcstg. Co. to show cause why application should not be mod.

Muller Bros., Hollywood, Calif.—Granted petition to dismiss without prejudice application for FM station.

Perth Amboy Bcstg. Co., Perth Amboy, and Union Bcstg. Co., Elizabeth, N. J.—Commission on own motion ordered consolidated hearing on these applications scheduled Oct. 30-31 be continued to Nov. 24 at Perth Amboy and Nov. 25 at Elizabeth.

KSAN San Francisco—Dismissed as moot petition for leave to intervene in hearing on application of KORE Eugene, Ore.

Bay State Beacon Inc., Brockton, Mass.—Denied petition for leave to amend application.

Patrick Joseph Stanton, Philadelphia—Granted petition requesting continuance of oral argument presently scheduled Oct. 10 in re FM application and continued same to time to be designated by Commission.

Denison-Texoma Bcstg. Co., Denison, Tex.—Granted petition to dismiss without prejudice application.

Burton V. Hammond Jr., Denison, Tex.—Granted petition for leave to amend application to change status of applicant from individual to corporation under name of Grayson Bcstg. Corp.

Burton V. Hammond Jr. and Denison-Texoma Bcstg. Co., Denison, Tex.—Granted petition for continuance of hearing presently scheduled Oct. 22-24 and continued same to Dec. 17.

KLX Oakland, Calif.—Dismissed as moot petition requesting leave to amend application.

Woodward Bcstg. Co., Detroit, Mich.—Commission on own motion ordered continuance of hearing on application from Oct. 20 to Dec. 10.

The Mount Vernon Bcstg. Co., Mount Vernon, Ohio—Granted petition for leave to amend application to show changes in board of directors.

West Central Bcstg. Co., Tulsa, Okla.—Granted petition for leave to amend application to substitute as applicant new corporation. All-Oklahoma Bcstg. Co. in place of West Central Bcstg. Co.

KNOE Monroe, La.—Ordered waiver of rules and granted petition requesting extension of time to file exceptions in re application and time for filing exceptions was extended to and including Oct. 31.

October 10 Applications . . .

ACCEPTED FOR FILING

AM—1390 kc

KGER Long Beach, Calif.—Authority to determine operating power by direct measurement of ant. power.

Assignment of License

KPMO Pomona, Calif.—Voluntary assignment of license from Myron E. Kluge and Dean H. Wickstrom, partnership d/b as Valley Bcstg. Co. to Dean H. Wickstrom and Warner H. J. Sorenson partnership d/b as Valley Bcstg. Co.

KSON San Diego, Calif.—Voluntary assignment of license from John Gordon Studebaker and John Ward Studebaker d/b as Studebaker Bcstg. Co. to Studebaker Bcstg. Inc.

Modification of CP

WINZ Hollywood, Fla.—Mod. CP, as mod., which authorized change in hours, increase power, install DA-DN and change in trans. location, to increase power from 1 kw to 1 kw-N 10 kw-D, install new trans. and change from DA-DN to DA-N.

AM—1290 kc

WCOP Savannah, Ga.—CP change frequency from 1450 to 1290 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. location. Contingent on grant of WTOC to change frequency and power.

Transfer of Control

WGIL Galesburg, Ill. — Involuntary transfer of control of licensee corporation from O. N. Custer, deceased, and S. Nirdlinger, deceased, to Galesburg Printing and Pub. Co. (60 sh. common stock—60%).

Assignment of License

KFBI Wichita, Kan.—Voluntary assignment of license from The Farmers and Bankers Bcstg. Corp. to KFBI Inc.

Modification of CP

WWEZ New Orleans—Mod. CP, as mod., which authorized new broadcast station, to change hours from D to unl., change 1 kw-D to 5 kw-DN, change type trans. and install DA-DN (DA-2) and change trans. location.

AM—1340 kc

KVER Albuquerque, N. M.—CP change frequency from 1490 to 1340 kc.

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—CP new standard station 1230 kc 250 w unl. AMENDED to change frequency from 1230 to 1340 kc. Contingent upon WEBR being granted 970 kc.

License for CP

WAND Canton, Ohio—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

WBPZ Lock Haven, Pa.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WISL Shamokin, Pa.—Mod. CP which authorized new standard station to make changes in DA.

Assignment of License

KOLE Port Arthur, Tex.—Voluntary assignment of license from Mary A. Petru, Socs N. Vratis, Gray R. Harrower, Branch C. Todd, partnership d/b as Port Arthur Bcstg. Co. to Mary A. Petru and Socs N. Vratis, partnership d/b as Port Arthur Bcstg. Co.

Modification of CP

Nunn Bcstg. Corp., Mobile, Ala.—Mod. CP which authorized new FM station, to change type trans., commencement and completion dates from 5-10-47 and 11-10-47 to 60 days from date of grant and 180 days thereafter, respectively.

Assignment of CP

KSON-FM San Diego, Calif.—Voluntary assignment of CP which authorized new FM station to Studebaker Bcstg. Co. Inc.

Modification of CP

WCMI-FM Ashland, Ky.—Mod. CP which authorized new FM station to change type trans. and commencement and completion dates.

FM—101.5 mc

The Corinth Bcstg. Co. Inc., Corinth, Miss.—CP new FM station (Class B) on Channel 268, 101.5 mc, ERP 3.8 kw.

License for CP

WFAH Alliance, Ohio—License to cover CP, as mod., which authorized new FM station. AMENDED to change type trans. and change frequency from Channel 263, 104.5 mc, to Channel 269, 101.7 mc.

Modification of CP

WHBC-FM Canton, Ohio—Mod. CP which authorized new FM station, for extension of completion date.

Remote Pickup

Catalina Bcstg. Co., Tucson, Ariz.—CP new remote pickup station on 1646, 2090, 2190, 2830 kc, 250 w, emission A3 and hours in accordance with Sec. 4.403.

Assignment of License

The Farmers and Bankers Bcstg. Corp., area of Wichita, Kan.—Assignment of license KAQY from The Farmers and Bankers Bcstg. Corp. to The Farmers & Bankers Bcstg. Corp.

AM—1480 kc

KYOS Merced, Calif.—CP change frequency from 1360 to 1480 kc, power from 1 to 5 kw, unl., change type trans., change DA and ground system; change trans. location. AMENDED to make change in DA.

Modification of CP

KGAR Garden City, Kan.—Mod. CP which authorized new standard station to change type trans. and to make changes in vertical ant.

License for CP

KSAC Manhattan, Kan.—License to cover CP, as mod., which authorized increase power, install new trans. and vertical ant. and change in trans. location, and authority to determine operating power by direct measurement of ant. power.

KAKE Wichita, Kan.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1130 kc

WCAR Pontiac, Mich.—CP change power and hours of operation from 1 kw D to 50 kw unl., install new trans. and DA-DN (DA-2), change trans. and studio locations. AMENDED to change name of applicant from Pontiac Bcstg. Co. to WCAR Inc.

AM—1240 kc

Max H. Levine, St. Cloud, Minn.—CP new standard station 1240 kc 250 w unl. AMENDED to change name of applicant from Max H. Lavine to Granite City Bcstg. Co.

License for CP

KTTR Rolla, Mo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1230 kc

KWEW Hobbs, N. M.—CP change frequency from 1490 to 1230 kc, increase 100 w to 250 w, install new trans. and new vertical ant. Request facilities of KCRS.

Modification of CP

WBT Charlotte, N. C.—Mod. CP, as mod., which authorized installation of new DA-N, for extension of completion date.

AM—1490 kc

East Liverpool Bcstg. Co., East Liverpool, Ohio—CP new standard station 1490 kc, 250 w unl. (Contingent on WWSW changing frequency to 970 kc) AMENDED re change in directors and stockholders.

License for CP

WRFD Worthington, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCRO Johnstown, Pa.—Same.
KGAF Gainesville, Tex.—Same.
KMAE McKinney, Tex.—Same.
KOPP Ogden, Utah—Same.

AM—1320 kc

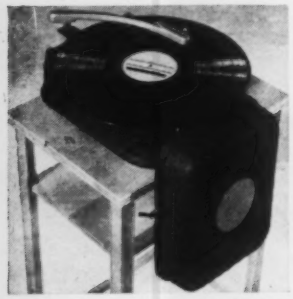
KXRO Aberdeen, Wash.—CP change frequency from 1340 to 1320 kc, increase 250 w to 1 kw, install new trans. and DA-N. AMENDED re changes in ground system.

Modification of CP

KPAF San Francisco—Mod. CP which authorized new FM station for extension of completion date.

WSAV-FM Savannah, Ga.—Mod. CP as mod., which authorized new FM station for extension of completion date. Also mod. CP, as mod., which authorized new FM station to change trans. site, ERP to 14.9 kw, ant. height above average terrain to 370 ft., make change in ant. system and change commencement and completion dates.

(Continued on page 64)



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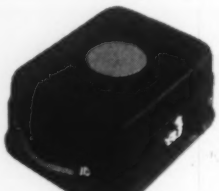

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FCC Actions

(Continued from page 62)

Applications Cont.:

Modification of CP

WFBM-FM Indianapolis—Mod. CP which authorized new FM station, to specify trans. site, change type of trans., change ERP to 35 kw and ant. height above average terrain to 403 ft. and specify ant. system.

KCRK Cedar Rapids, Iowa—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WBCM-FM Bay City, Mich.—Mod. CP which authorized new FM station, to change trans. site, make changes in ant. system and change commencement and completion dates.

WKJF Pittsburgh—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WTNY Troy, N. Y.—Mod. CP, as mod., which authorized new FM station, to change trans. site, ERP to 6 kw, ant. height above average terrain to 805 ft., make changes in ant. system and change commencement and completion dates.

KTLA Los Angeles—Mod. CP, as mod., which authorized new commercial television station, for change in equipment and power, change ant. system and commencement and completion dates, 60 days from date of grant and 180 days thereafter, respectively.

WBZ-TV Boston—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

APPLICATION DISMISSED

Transfer of Control

WOV New York—Voluntary transfer of control of licensee corporation from Arde Bulova to Harry D. Henshel (600 sh. common stock Class B—60%. DISMISSED Oct. 9, request of attorney.

FCC CORRECTION

Coastal Bcstg. Co. Inc., Bay Shore, N. Y.—Item in applications report for Oct. 1 should read request facilities of WKBS instead of contingent upon WKBS being granted change of facilities.

TENDERED FOR FILING

Modification of CP

KWWL Waterloo, Iowa—Mod. CP change hours from D to unl., frequency from 1320 to 1330 kc, power from 1 kw to 5 kw and install DA-DN.

KAKE Wichita, Kan.—Mod. CP to change frequency from 1490 to 1240 kc. (Contingent on KANS change to 1480 kc).

AM—1150 kc

Brownsville Bcstg. Co., near Brownsville, Tex.—CP new standard station 1150 kc 1 kw D.

AM—1280 kc

The Griner-Dillon Bcstg. Co., Bay City, Mich.—CP new standard station 1280 kc 500 w D.

October 13 Decisions . . .

BY THE SECRETARY

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted license for new remote pickup station KFBB to be used with standard station KFBC.

KMPC The Station of the Stars Inc., area of Los Angeles—Granted licenses for remote pickup station KCQU KCQV to be used with station KMPC.

WDTV Pittsburgh—Granted mod. CP new TV station to change trans. location locally.

KPDQ Portland, Ore.—Granted license for new station 800 kc 1 kw D.

WLYN Lynn, Mass.—Granted mod. CP to make changes in trans. equipment and for approval of ant. and trans. locations.

WWNR Beckley, W. Va.—Granted CP to mount FM ant. on AM tower.

WNAM Neenah, Wis.—Same.

WEGO Concord, N. C.—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower.

WLBR Lebanon, Pa.—Same.

WFAS-FM White Plains, N. Y.—Granted license for new FM station, Channel 280, 103.9 mc, 120 w.

WJJW Wyandotte, Mich.—Granted license for new FM station, Channel 276, 103.1 mc, 570 w.

WTNB Birmingham, Ala.—Authorized cancellation of CP to make changes in trans. equipment.

WMMI Marquette, Mich.—Granted mod. CP for approval of ant. and trans. locations, and to specify studio location.

WGAI Elizabeth City, N. C.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KOKX Keokuk, Iowa—Granted mod. CP to make changes in vertical ant., change type trans. and change studio location.

KREI Farmington, Mo.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KFRB Fairbanks, Alaska—Granted mod. CP to make changes in trans. equipment and for approval of ant. and trans. locations.

KLIF Oak Cliff, Tex.—Granted mod. CP to make changes in vertical ant. and change trans. location.

KUKH Ukiah, Calif.—Granted mod. CP for approval of ant. and trans. location, and to change studio location.

KUGN Eugene, Ore.—Granted mod. CP to make changes in vertical ant. and extend completion date to 180 days after grant.

WSTS Southern Pines, N. C.—Granted mod. CP to change type trans.

WXAL Demopolis, Ala.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio locations.

WFTR Front Royal, Va.—Granted mod. CP to make changes in trans. and for approval of ant., trans. and studio location.

WJVA South Bend, Ind.—Granted mod. CP for approval of ant., trans. and studio locations.

WCAV Norfolk, Va—Granted mod. CP to change corporate name from Western Maryland Bcstg. Corp. to Cavalier Bcstg. Corp., change type trans., for approval of ant. and trans. location, and to specify studio location.

WDLP Panama City, Fla.—Granted mod. CP to change type trans.

KRUS Ruston, La.—Granted CP for approval of ant. and trans. location.

WDOS Oneonta, N. Y.—Granted mod. CP to make changes in trans. equipment, for approval of ant. and trans. location and change of studio location.

WSAT Salisbury, N. C.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

WKCT Bowling Green, Ky.—Granted mod. CP for approval of ant. and trans. location and change of studio location.

KSPA Santa Paula, Calif.—Granted mod. CP to change type trans. and for approval of ant., trans. and studio location.

KNAF Fredericksburg, Tex.—Granted mod. CP to change type trans., for approval of ant. and trans. location, and to change studio location.

KIBH Seward, Alaska—Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

WGFM Schenectady, N. Y.—Granted license which authorized changes in FM station.

WPLH-FM Huntington, W. Va.—Granted mod. CP for extension of completion date to 2-1-48.

KGDM-FM Stockton, Calif.—Same to 4-21-48.

WBZ-TV Boston—Same to 4-14-48.

WABD-FM Mobile, Ala.—Same to 1-18-48.

WSRK Shelbyville, Ind.—Same to 11-18-47.

WHIS-FM Bluefield, W. Va.—Same to 3-1-48.

WSFA-FM Montgomery, Ala.—Same to 1-1-48.

WSBA-FM York, Pa.—Same to 3-5-48.

WKVN Arecibo, P. R.—Same to 3-30-48.

W6XMO Hollywood, Calif.—Same to 5-4-48.

W9XG Lafayette, Ind.—Same to 12-24-47.

WKSI Radiophone Bcstg. Station WOPI, area of Bristol, Tenn. and Bristol, Va.—Same to 3-14-48.

KFOR-FM Lincoln, Neb.—Same to 1-1-48.

WTTH-FM Port Huron, Mich.—Same to 1-18-48.

WGAU-FM Athens, Ga.—Same to 1-20-48.

WEAW Evanston, Ill.—Same to 11-30-47.

WMAZ-FM Macon, Ga.—Same to 3-31-48.

KHSL-FM Chico, Calif.—Same to 1-19-48.

WGHF New York—Same to 4-10-48.

WSNJ-FM Bridgeton, N. J.—Same to 1-31-48.

WFLA-FM Tampa, Fla.—Same to 2-1-48.

WBCA Schenectady, N. Y.—Same to 4-20-48.

WWPG-FM Palm Beach, Fla.—Same to 12-10-47.

WCED-FM DuBois, Pa.—Same to 1-19-48.

KVWC-FM Vernon, Tex.—Same to 11-26-47.

WCIL-FM Carbondale, Ill.—Same to 1-1-48.

WKIL Kankakee, Ill.—Same to 12-20-47.

WEFM Chicago—Same to 2-24-48.

KTFI-FM Twin Falls, Ida.—Same to 10-31-47.

KSEO-FM Durant, Okla.—Same to 12-27-47.

WKBZ-FM Muskegon, Mich.—Same to 1-18-48.

WMBS-FM Uniontown, Pa.—Same to 12-1-47.

WKNB-FM New Britain, Conn.—Same to 4-15-48.

WBBB-FM Burlington, N. C.—Same to 12-31-47.

KSFH San Francisco—Same to 5-5-48.

WRC-FM Washington—Same to 12-15-47.

KONG Alameda, Calif.—Same to 12-22-47.

WGAY-FM Silver Spring, Md.—Same to 12-31-47.

WDOS-FM Oneonta, N. Y.—Same to 11-22-47.

WNYE New York—Same to 5-3-48.

WSRS-FM Cleveland Heights, Ohio—Same to 12-30-47.

KVEC-FM San Luis Obispo, Calif.—Same to 1-7-48.

WFMY Greensboro, N. C.—Same to 1-11-48.

WDAK-FM Columbus, Ga.—Same to 12-30-47.

WHMA-FM Anniston, Ala.—Same to 12-26-47.

WTAG-FM Worcester, Mass.—Same to 4-27-48.

WHFB-FM Benton Harbor, Mich.—Same to 12-25-47.

WBT-FM Charlotte, N. C.—Same to 5-4-48.

October 13 Applications . . .

ACCEPTED FOR FILING

AM—1370 kc

Sarkes Tarzian, Bloomington, Ind.—CP new standard station 1340 kc 250 w unl. AMENDED to change frequency from 1340 to 1370 kc, power from 250 w to 500 w-N 1 kw-D, install DA-N and non-DA, change type trans. and trans. location.

(Continued on page 66)

Regional Promotion Campaigns

20th YEAR

Howard J. McCollister
Los Angeles, Calif.
10660 Bellagio
BR 04705

WSTS Files Damage Suit Against Rival

Charges 'False and Slanderous' Statements of Grantee

A SUIT seeking $40,000 damages has been filed by WSTS Southern Pines, N. C., against a Southern Pines grantee firm on charges that the rival company's president made "false and slanderous statements" to drive away WSTS business.

The complaint names Sandhill Community Broadcasters Inc. and President Jack Younts as defendants, and asks for $25,000 actual and $15,000 exemplary and punitive damages. It was signed by J. C. Greene Jr., WSTS general manager and minority stockholder, and W. D. Sabiston Jr., WSTS local attorney, and was filed in Moore County (N. C.) Superior Court.

WSTS, which went on the air Aug. 8 as a 250-w daytime station on 990 kc, charges that President Younts of the rival company "falsely and maliciously stated on several occasions, from the ... latter part of May 1947 up until the time of the filing of this complaint, that (a) plaintiff had no permits of any kind authorizing it to construct, operate or maintain a radio broadcasting station, but that on the contrary the corporate defendant had a license authorizing and permitting it to operate and maintain a radio station; (b) the whole Sandhills was behind him and nobody was going to do any business with the plaintiff; (c) that the most possible listeners which plaintiff could serve was 20,000 people."

WSTS Assertion

Actually, WSTS asserts, its own FCC grant was received on March 28, while the rival company's was issued in July.

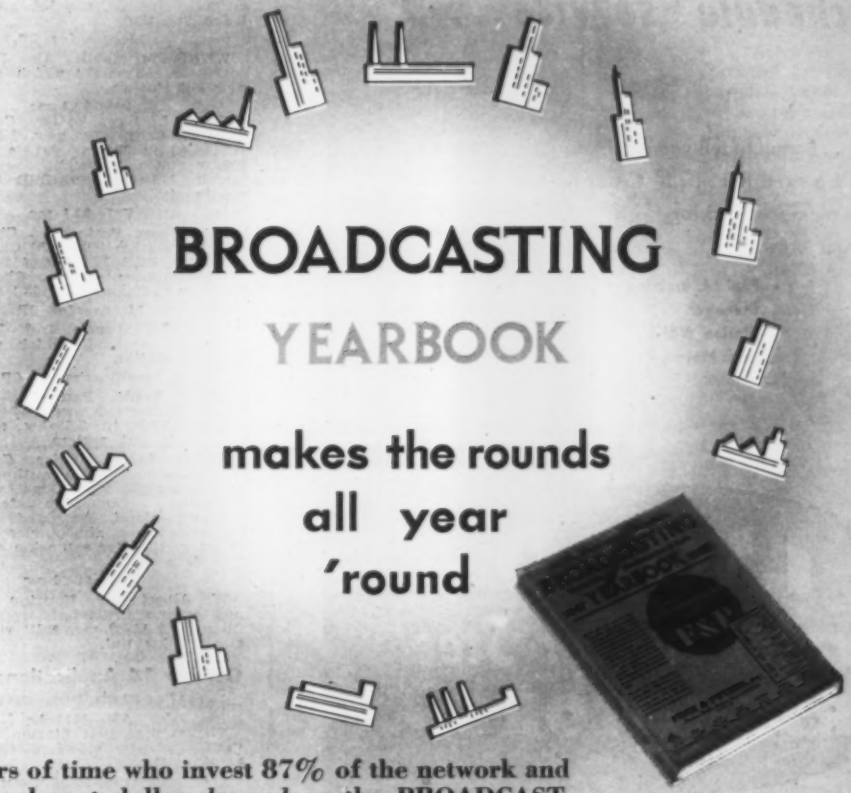
The statement regarding WSTS service, the complaint declares, "is false and was maliciously made for the purpose of preventing and has so far prevented the plaintiff from securing" a certain contract. WSTS asserts that it actually is serving an area having 100,000 potential listeners.

The alleged statements, according to the suit, have "made the procuring of business most difficult and embarrassing"; have caused "several" prospective clients to hold off, and have held WSTS up to the public as "one who is guilty of a breach of trust" and as "one who is guilty of a violation of the federal law by constructing and operating" a station without FCC authority.

WSTS is licensed to Sandhills Broadcasting Corp., which is principally owned (94%) by F. L. Baber, who is engaged in business in Sanford, N. C. Sandhill Community Broadcasters, which has a grant for 1-kw daytime operation on 1360 kc, is principally owned (55.5%) by Mr. Younts, who at the time of the grant was identified as chief of ground service, American Overseas Airlines.

"... like having an extra man in the office."

Thomas P. Doughten, Mgr.
New York Radio Department
LENNEN & MITCHELL, INC.



Buyers of time who invest 87% of the network and national spot dollar *depend* on the BROADCASTING Yearbook. The 1948 edition will reach more radio buyers than ever before—guaranteed total circulation: 16,000 or more. Tear out the reservation coupon and mail today. You'll be sure that when schedules are planned your most convincing arguments will be there—told directly to buyers you want most to reach.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

YEARBOOK reservation coupon

PLEASE RESERVE space checked for the 1948 Yearbook. Double page spread ☐ Bleed page ☐ Single page ☐ ½ page ☐ ¼ page ☐ Regular rates prevail for current advertisers. Otherwise, one time rates apply. Minimum space ¼ page. December 1 deadline if complete plate is sent; November 15 if proof is desired.

FIRM NAME .....

ADDRESS .....

CITY ..... STATE .....

PER .....

RATES

SIZE	1 Time	7 Times
Page	$285	$265
¾ Page	225	215
½ Page	160	155
¼ Page	90	85
13 Times	26 Times	52 Times
$240	$215	$190
190	170	150
140	125	110
80	70	60

Tear out and mail now for best position

Satisfaction is the Key to Lingo Progress

"...thanks again for your 'on schedule' service..."

"... I want to tell you that it's a swell job ... It was a pleasure working with your crew. ..."

—Paul M. Breining
Manager
Station WBPZ
Lock Haven, Pa.

LINGO
Vertical Tubular Steel
RADIATORS

For delivery "on schedule" and complete satisfaction depend on Lingo's 6 exclusive features:

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

GET FREE ENGINEERING HELP

Write today for help on such pertinent problems as proper radiator height, ground systems, etc. (Indicate location, power proposed frequency.)

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—1330 kc

Frederick Bcstg. Co., Frederick, Md.—CP new standard station 1480 kc 1 kw DA unl. AMENDED to change frequency from 1480 to 1330 kc; hours from unl. D only; to use non-DA and change trans. location.

License for CP

WKRG-FM Mobile, Ala.—License to cover CP, as mod., which authorized new FM station.

FM—92.1 mc

Crescent Bay Bcstg. Co., Santa Monica, Calif.—CP new FM station (Class A) on Channel 221, 92.1 mc, ERP 600 w and ant. height above average terrain 179 ft. AMENDED to change studio site.

FM—93.1 mc

Lake Shore Bcstg. Co., Chicago—CP new FM station (Class B) Channel 274, 102.7 mc, ERP 30.5 kw. AMENDED to change frequency from Channel 274, 102.7 mc to Channel 226, 93.1 mc.

License for CP

WLBC-FM Muncie, Ind.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

KGPO Grants Pass, Ore.—Mod. CP which authorized new FM station to change ERP to 3.2 kw and make changes in ant. system.

KCRW Santa Monica, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

WTHS Miami, Fla.—Mod. CP which authorized new noncommercial educational station for extension of completion date.

FM—54-60 mc

W. Albert Lee, Houston, Tex.—CP new commercial television station on Channel 2 54-60 mc, ERP vis. 13.5 kw aur. 7.1 kw unl.

October 14 Applications . . .

ACCEPTED FOR FILING

AM—1410 kc

The Orange Belt Station, Arlington, Calif.—CP new standard station 1410 kc 250 w D.

Assignment of License

KERO Bakersfield, Calif.—Voluntary assignment of license from J. E. Rodman to Thomas B. Reese and Peter K. Onnigian, partnership d/b as Kern County Bcstrs.

AM—1210 kc

Newport Harbor Bcstg. Co., Newport Beach, Calif.—CP new standard station 1210 kc 250 w D.

AM—1150 kc

The Middlesex Bcstg. Co., Middletown, Conn.—CP new standard station 1150 kc 500 w D.

Modification of CP

KMLB Monroe, La.—Mod. CP as mod. which authorized to install aux. trans. at present site of main trans. to be operated on 1440 kc 1 kw DA-N, for extension of completion date.

AM—1490 kc

Western Michigan Radio Corp., Muskegon, Mich.—CP new standard station 1490 kc 250 w unl.

AM—1230 kc

Roxboro Bcstg. Corp., Roxboro, N. C.—CP new standard station 1230 kc 100 w unl.

AM—1470 kc

Continental Bcstg. Co., Toledo, Ohio—CP new standard station 1470 kc 1 kw DA unl.

AM—1450 kc

Three Rivers Bcstg. Co., Kennewick, Wash.—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 kc to 1450 kc.

FM—101.9 mc

Southeastern Bcstg. Co. Inc., Sylacauga, Ala.—CP new FM station (Class B) on Channel 270, 101.9 mc, ERP 3.5 kw.

Modification of CP

WEWS-FM Cleveland—Mod. CP which authorized new FM station to specify studio location, change type trans. and trans. location, ERP to 10.3 kw, ant. height above average terrain to 642 ft. and make changes in ant. system.

WKRS Waukegan, Ill.—Mod. CP as mod. which authorized new FM station for extension of completion date.

(Continued on page 70)

GOLD CUP winner in recent Los Angeles Advertising Club annual golf tournament was Harmon L. Stevens, co-owner of WHLS Port Huron, Mich., and vice president and general manager of American Telecasting Corp., Hollywood. RCA table model television set also was awarded to Mr. Stevens.

WOW DOES IT AGAIN

Soil Conservation Project Is Completed

WOW Omaha's latest contribution to the public interest field is a series of 24 broadcasts, a 50-minute sound color film, and a 3,500-word booklet on soil conservation, water and flood control, power development and recreation in the Midwest.

Titled "Regimented Raindrops," the series is a sequel to WOW's similar project on the development of the Missouri River, "Operation Big Muddy."

Material was first used on *Farm Service Reporter* programs, conducted by Mal Hansen, WOW farm service director, 6:30-7 a.m. His series was then made into 24 half-hour programs aired at 7 p.m. to reach another type audience.

From the wealth of information collected by Mr. Hansen, WOW made the sound color movie and published the booklet which is being passed out to the audience at the film showings. Broadcasts and film took some 6,000 miles of travel on the part of the WOW crew, and required over three months to complete. Harold Storm is producer. Mr. Storm also produced "Operation Big Muddy," which won a Peabody Award for the station.

The movie has had several private showings in Nebraska and Iowa, and the first public showing at the Nebraska State Fair. It is now touring the country for showings before farm groups, service clubs, schools, and other organizations interested in soil conservation.

BUICK STATION wagon has been purchased by WGAT Utica, N. Y. It is equipped for sound and has two transmitters with a high frequency transmitter for point-to-point transmission, for use in special events.

First WTMJ-TV Sponsor Contract Is Completed

FIRST CONTRACT for sponsorship of a television program series over WTMJ-TV when that station goes on the air Dec. 3 in Milwaukee has been signed by Schuster's, which operates three large department stores in the Wisconsin metropolis.

Contract calls for 52 quarter-hour programs to be presented Wednesday nights, 8-8:15 p.m. Programs will be live and locally produced with a variety format, WTMJ-TV officials said, but details have not been announced. Russell E. Risley, director of publicity and advertising for Schuster's, represented the store in contract arrangements while WTMJ-TV was represented by R. G. Winnie, station manager. Cramer-Krasselt Co., Milwaukee, the agency handling Schuster account, will work with WTMJ-TV on the video show.

WTMJ-TV, owned by *The Milwaukee Journal*, will be Wisconsin's first television station. It plans to start with a five-day (Wed.-Sun.) schedule, with four hours of programs each day, according to Mr. Winnie.

New Transcribed Series Star Didrikson & Dixon

BABE DIDRIKSON, who recently became a professional athlete, and George Dixon, King Features columnist, joined the ranks of radio performers with the announcement last week that they had been signed to do two series of open-end transcribed shows by National Productions, a division of the Robert J. Enders Adv. Agency, Washington, D. C.

One will be titled *Babe Didrikson Speaks on Sports*, and will employ interviews with sports celebrities in addition to the Babe. The *George Dixon Show* will be fashioned after his syndicated column which satirizes Washington officials and appears in 218 newspapers. Both shows will be offered for local sponsorship and will be available Dec. 1. Also announced was the signing of Bob Considine, columnist and movie writer, and Ted Williams of baseball fame to transcription deals, with the date of release as yet unannounced.

TV for Theatre Guild

SIX of the Theatre Guild's outstanding successes will be adapted for television and broadcast on NBC's video network this winter through an arrangement worked out by John F. Royal, NBC vice president, with Lawrence Langner and Theresa Helburn, directors of the Guild. Plan calls for many of the plays to be acted by the stars who created the roles on Broadway. Warren Caro, one of the founders and first president of American Television Society and a member of the Guild's staff, will serve as executive director of the series, which will be directed by Edward Sobol, NBC video producer.

Witness Wanted

SINCE no witnesses can be found, KCRC Enid, Okla., is thinking of offering a reward for information leading to exact location of a shower which three of station's staff members claim to have created artificially during a KCRC broadcast from an altitude of 13,000 feet. Station's news director, Ben Zinser, who scattered dry ice into a couple of high-piled cumulus clouds to make the artificial rain, claims the experiment was a huge success. Dilmond Postlewait, who handled the mike during high-altitude broadcast, and Announcer Loren Carlberg, who piloted the plane, are equally emphatic about the artificial shower, but farmers and weather observers say they didn't see any rain.

N. J. Outlets to Cover Constitution Revision

NEW JERSEY Broadcasters Assn. last week in a resolution to New Jersey's Governor Alfred E. Driscoll pledged full support "in the public interest" to publicizing the state's proposed revised Constitution.

Referring to the Constitutional Convention's $80,000 appropriation for publicity, the resolution said the support of the broadcasters was "notwithstanding the fact that funds have not been allocated for radio broadcasts. The NJBA," said President James Howe of WCTC New Brunswick, "is unanimous in its opinion that the residents of the State of New Jersey are entitled to full radio coverage of this important and vital subject."

Dodderidge to WASL

WILLIAM H. DODDERIDGE, administrative officer in the office of Gen. Omar N. Bradley, Administrator of Veterans Affairs, has been named general manager of WASL Annapolis, Md.

Mr. Dodderidge

Mr. Dodderidge is a graduate of the U. of Kansas, class of 1937. He served as an associate on the 1938 BROADCASTING Yearbook, resigning to take a post in the government defense organization. He served on the White House staff 1940-41, going on active duty in the Army where he was on Gen. Bradley's staff in England and France. Mr. Dodderidge holds a lieutenant colonel's commission in the Air Forces Reserve.

Speed pays in all these businesses

To meet deadlines, get supplies faster, builders are big users of Air Express. In this industry *speed pays.*

Sending electronic parts abroad by International Air Express shortens delivery time by weeks. So exporters use it regularly. *Speed pays.*

Hotels create good will, build business, by sending "forgotten" articles on to departed guests by Air Express. *Speed pays.*

Speed pays in your business, too!

Air Express places every U. S. point no more than hours away—scores of flights daily to and from foreign countries. Use this speed to keep your business rolling in high gear. Even overnight coast-to-coast service! The cost of this door-to-door service is *low*. Shipments of most any size and weight are inexpensive. For example: 15 lbs. goes 900 miles for only $4.22.

- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost.
- Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Scheduled Airlines of the United States.

KCSJ FM KOAM

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

That very highly Hooper-rated

Sales-Results Premeditated

ABC Affiliated

Station in Des Moines

"THE STATION WITH THE PERSONALITIES"

KRNT
DES MOINES
A Cowles Station
Member Mid States Group
Represented by
The KATZ AGENCY

PROBLEM of sports coverage by a daytime station has been solved successfully by WLBR Lebanon, Pa. Since most all local high school football games are played at night, WLBR, a daytime station, sends a crew to cover the games by wire recorder. All games, both home and away, are covered in the regular play-by-play manner. Depending on how much time the next day's schedule allows for rebroadcasting, the wire is then edited and condensed to present a complete picture of the game. During "half-time" interruptions, for changing of spools on the wire recorder, live studio roundup is presented. Listener response has been so favorable that the station has sold the remaining games of the season to two local sponsors.

Housing Wanted

"THE MIRACLE SHOW" is the nickname that has been acquired by the weekly show "Wanted: A Place to Live" heard on WENR Chicago. Sponsored by William A. Lewis, local clothier, show presents five persons each week who tell their story of a search for a home. Station reports that an average of 300 letters and 50 calls are received each week from listeners who want to appear on the show. From this group the five most serious cases are picked. No names are used; the participants simply tell their stories and ask that listeners who know of available homes phone the station. WENR reports that the show has successfully found homes for an average of two families per broadcast.

WOAI Jamboree

GALA two and a half hour stage show was presented late last month by WOAI San Antonio, in celebration of its 25th anniversary. City Municipal Auditorium was used for the show which climaxed a day-long celebration by the station. From sign-on until sign-off all WOAI originations were tailored to tie in with the occasion and special salutes were received from Texas Quality and NBC networks. Two broadcasts carried the stage show proceedings, which featured prominent state and local citizens, plus Dorothy Shay, supper club and recording favorite, Lew (Dr. I.Q.) Valentine, former WOAI program director, and many station personalities. Theme of show featured performances of past and present WOAI operation.

Memorial Services

COVERAGE of the memorial services to be held when first U. S. war dead of World War II arrive in New York Oct. 26 was discussed fortnight ago at a meeting of New York radio station officials and Seymour N. Siegel, radio chairman of the Mayor's Committee and director of WNYC New York municipal station. Ceremonies will take about an hour, of which time stations or networks may take all or any part. New York ceremony is to be "Token Service" for the nation at large, Mr. Siegel explained. Four U. S. soldier dead are to be the focal point, one unknown and one representing each of main American religious groups. Defense Secretary Forrestal is to be principal speaker, with addresses scheduled also by Gov. Dewey of New York and Mayor O'Dwyer. President Truman may attend, Mr. Siegal said, but this is not certain.

Citizens' Answer

POSTSCRIPT to recently concluded series, "Report Uncensored," on WBBM Chicago, was presented Oct. 5 in a special broadcast in which Chicago Principals Club participated. Club accepted challenge made on the series few weeks ago regarding the city's school system. Titled "An Answer to Report Uncensored," special show explained what is being done by public schools to combat juvenile delinquency, theme of 13-week series. Tape-recorded interviews with students, parents, and members of school board and elementary school council were presented as well as explanation of how citizens can help in fight against delinquency.

Honor City Days

CITY OFFICIALS and civic leaders of various cities in the area are interviewed on WKZO Kalamazoo, Mich., as one feature of its "Honor City Days" campaign. Programs and announcements of the station are directed to feature one particular city on each Honor Day. Audience participation shows originate in the city being featured, utilizing local persons and hourly station breaks from WKZO include mention of the Honor City.

PROGRAMS

Classical Disc Jockey

CLASSICAL MUSIC now has its disc jockey, too. WQXR New York, New York Times station known for "good" music and news, has started a "disque Jacquey" show—a disc jockey with a difference. Program features Jacques Fray, well-known pianist, who plays classical and semi-classical records with informal commentary. WQXQ, the Times' FM station, also carries the show, heard Mon. and Wed. 7:30-8 p.m.

Farm Conservation

CONSERVATION of food and feed on the farm was topic of discusion on series of broadcasts presented by Mal Hansen, farm service director of WOW Omaha, on his "Farm Service Reporter" program. First program, conducted from Omaha Stockyards, surveyed opinion of farmers on President's request that farmers feed less grain. Six farm wives were interviewed on the second show about their plans for meatless Tuesdays and poultry-less Thursdays. Interspersed with the programs were two special interviews with nutritionists on the part that farmer's wives can play in using less of the vitally-needed foods.

Video Showcase

DESIGNED to acquaint viewers with the city's resources of talent and to give new entertainers an opportunity to show that talent, WBKB Chicago, television station, Oct. 13 launched new program called "Chicago Television Showcase." Scheduled Mon.-Fri. 3-4 p.m. (CST), program is presented as public service in cooperation with AFRA, RCA, Philco, General Electric and Crosley. Format of show is flexible, with spotlight falling each day on local performer. Show is directed by Don Meier and Lorraine Larson.

Recorded Remote

HIGHLIGHT of a recent remote football broadcast from Fairmont, W. Va., by WCOM Parkersburg, was the half-time feature. Station had arranged to air the game live by remote broadcast from the ball field at Fairmont. Parkersburg Lion's Club sponsored a special train to Fairmont, and the station wanted to air the event of the train's arrival, but the remote equipment was set up at the ball field. A recorded show was cut at the train, and at half-time of the game, the remote line was tapped and the tape recording sent down the line to Parkersburg. Station reports that reception was good and listeners' response was most favorable.

Veteran's Employments

DURING National Employ the Physically Handicapped Week, Oct. 5-11, WWDC Washington broadcast the different stages through which a physically handicapped war veteran progresses from the time he is ready to leave the hospital to the time he is employed. A veteran from Walter Reed Hospital was featured on the air, describing his visits to employment representatives and prospective employers.

Football News

SPORTS program for football fans titled "Do You Know Football" is heard again this season on WCAE Pittsburgh. Show features guest stars from scholastic, and professional football. Rule changes, freak plays, etc., are discussed along with questions submitted by the listening audience on all phases of football. Program is heard Mon. 10 p.m.

Young Talent

TEEN-AGE show titled "The Voice of Young Hawaii" is broadcast weekly over KULA Honolulu. Show features youthful talent including a record m.c. who presents top teen tunes, newscaster with items of interest to young Hawaii, and a four-member discussion panel on strictly teen-age problems. Each week an ABC station on the mainland has a teen-ager from its community make a two-minute transcription giving his opinion of the discussion of the day. Plans are underway to find talented young musical artists who will be awarded scholarships over this program.

Airs Newspaper

READING the morning newspaper over the air is a new feature on WBZ-WBZA-Boston-Springfield. Every morning from 5:30 to 6:00 a.m., Malcolm McCormack "reads" the Boston Post to early morning listeners. Broadcast especially for its rural listeners, program features weather, news, sports and human interest stories, plus descriptions of cartoons and pictures appearing in the paper.

Program Exchange

PLAN to exchange live talent programs by single market Canadian stations is now under discussion by member stations of Canadian Assn. of Broadcasters. As plan stands it is expected to be available to about 50 of the 89 member stations. Plan is for a station to originate from local talent a program once a week or once a month, record the program on tape recorder, and send tape to CAB headquarters at Toronto, which will send it in scheduled circuit to other CAB stations. In this way it is expected that for one originated program, small market station will have available as many other live talent programs as there are stations in the circuit. Programs are to be of type which can be played in any Canadian location and have no dated material. Only one CAB station in one town or city would be on the circuit so that there would be no duplication. Plan comes up for acceptance or rejection at forthcoming CAB board of directors meeting at Toronto, Oct. 27-29. Stations are now discussing the plan.

Money-Man Show

TELEPHONE quiz titled "Bill Riley the KRNT Money Man" and featuring 10 quiz-quickie calls a day is new feature of KRNT Des Moines. Calls are made throughout the afternoon and evening with listeners phoning in their answers to the quiz question. Prizes start at $10 a question and increase $2 for every unanswered question. Extensive promotion campaign was conducted before opening of the new show. Car cards were used, large displays were featured and coin purses containing a small coin and a Money Man personal note were dropped at scattered spots in Des Moines to be found by "sharp-eyed" and "lucky" citizens.

Listeners Panel

NEW PROGRAM titled "The Listener Talks Back" will be heard on WNYC New York Mon. 9:15 p.m. beginning Oct. 27, as part of 20-week radio workshop offered by Town Hall's short course division. Well-known radio writers and technicians are to be interviewed on the program by Gretta Baker, director of the course, who will then turn the microphone over to a "Listeners panel" selected from the class. Panel will ask questions and give criticism from the radio listener's viewpoint.

Farm Quiz

FARM-QUIZ show titled "R. F. D. America" will begin on 405 stations of coast-to-coast MBS network Oct. 29. Competing for awards will be farmers selected from a different mid-western state each week, with Joe Kelly, veteran quizmaster, asking questions. Although program will stress fun as theme of queries, each show will include technical farm questions as well as serious discussion questions. Four contestants will be featured, with elimination determining the "Master Farmer of the Week," who will return for following week's program to compete with three farmers from another state. Contestants, chosen in preliminary contests conducted in farm areas, will be guests of program in Chicago, origination point of series, for 3 days preceding weekly broadcast. Show was originated by Louis G. Cowan and will be heard Wed. 8:30-9 p.m. (CST) from WGN Chicago audience studios.

Upcoming

Oct. 20: Clear Channel Hearing, FCC Hdqrs., Washington, D. C.
Oct. 23: Independent Code Committee, NAB Hdqrs., Washington.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 24: NAB FM Executive Committee, NAB Hdqrs., Washington.
Oct. 24-25: Kentucky Broadcasters Assn. fall meeting, Irvin Cobb Hotel, Paducah, Ky.
Oct. 27-28: Canadian Assn. of Broadcasters Board of Directors meeting, Toronto.
Oct. 27-29: School Broadcast Conference, Hotel Continental, Chicago.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 1: NARBA Engineering Conference, Havana.
Nov. 3: NAB Board Special Code Committee, NAB Hdqrs., Washington.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

FCC Tight-Lipped On Budget Request

Agency Asked 6½ to 7½ Million, Reliable Sources Say

FCC OFFICIALS are keeping tight silence on their one-day "hearing" before Budget Bureau authorities on their 1948-49 budget estimates [BROADCASTING, Oct. 6], and on the reception accorded their requests.

Led by five members of the Commission—absentees were retiring Chairman Charles R. Denny and Comr. Robert F. Jones, junior member—the delegation spent all of Oct. 6 presenting their bids and reviewing work done and outlining the job ahead.

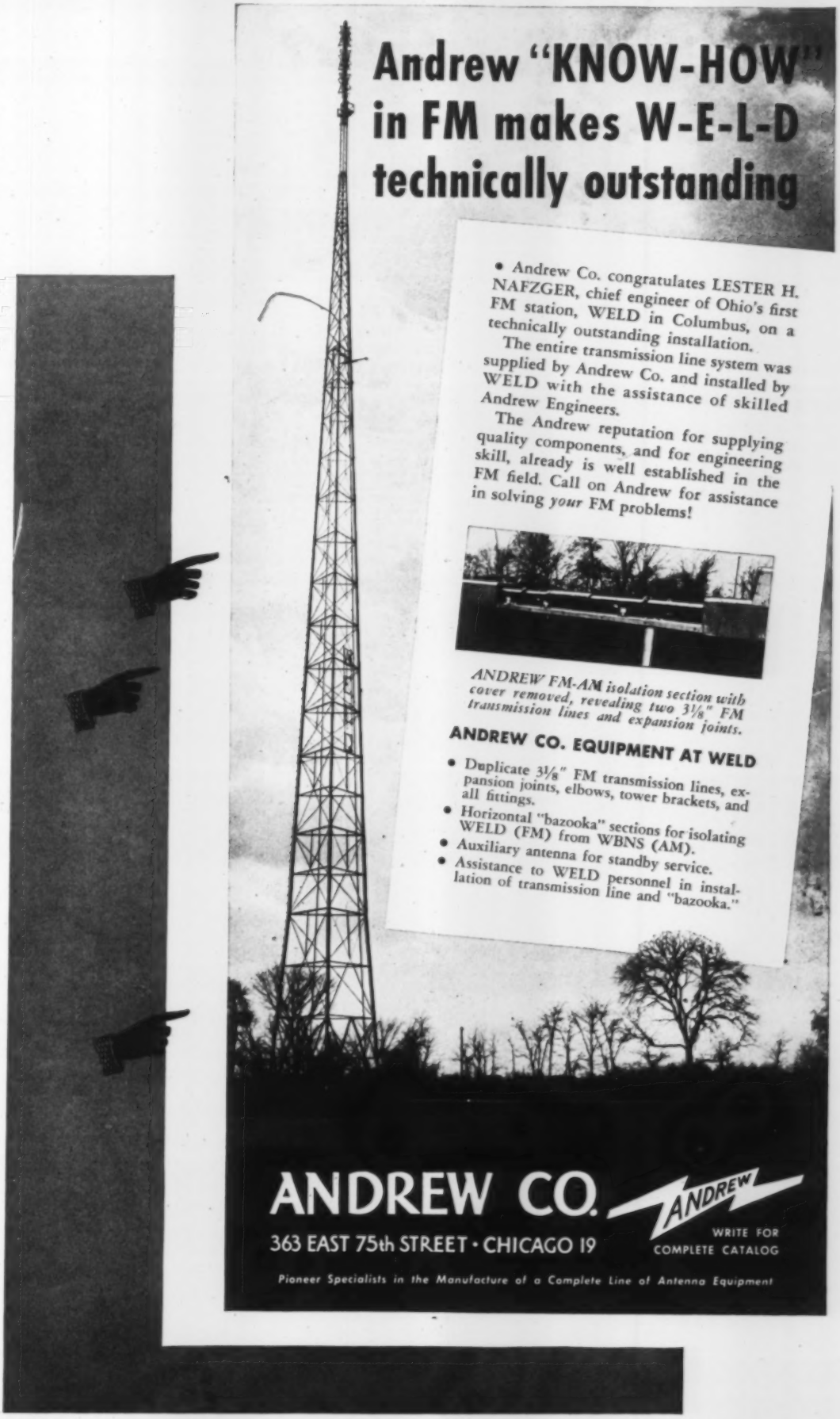
As in all Government agencies, they are under strict injunction not to disclose budget estimates or the nature of the sessions. But unofficial estimates placed their overall request between six and a half and seven and a half million dollars (for the current year they asked for $7,300,000 and received $6,240,000 from Congress).

The delegation included Acting Chairman Paul A. Walker and Comrs. E. K. Jett, Rosel H. Hyde, Clifford J. Durr and E. M. Webster; Chief Engineer George Sterling; Chief Accountant William J. Norfleet; General Counsel Benedict P. Cottone; Acting Executive Officer Kenneth Holl; David Cooper of the Budget and Planning Division; and Assistants General Counsel Vernon L. Wilkinson (Broadcast Division), Lester W. Spillane (Safety & Special Services), and Harold J. Cohen (Common Carrier).

Stations Buy Space

A LONG-SIMMERING dispute between stations and newspapers in Tulsa, Okla. in regard to the printing of program logs has been settled with the announcement that four of the five Tulsa stations have agreed to purchase space at display advertising rates. Under the agreement, the stations (KTUL, KVOO, KOME and KAKC) can list programs as they please instead of conforming to standards.

Andrew "KNOW-HOW" in FM makes W-E-L-D technically outstanding



• Andrew Co. congratulates LESTER H. NAFZGER, chief engineer of Ohio's first FM station, WELD in Columbus, on a technically outstanding installation.

The entire transmission line system was supplied by Andrew Co. and installed by WELD with the assistance of skilled Andrew Engineers.

The Andrew reputation for supplying quality components, and for engineering skill, already is well established in the FM field. Call on Andrew for assistance in solving *your* FM problems!

ANDREW FM-AM isolation section with cover removed, revealing two 3⅛" FM transmission lines and expansion joints.

ANDREW CO. EQUIPMENT AT WELD

- Duplicate 3⅛" FM transmission lines, expansion joints, elbows, tower brackets, and all fittings.
- Horizontal "bazooka" sections for isolating WELD (FM) from WBNS (AM).
- Auxiliary antenna for standby service.
- Assistance to WELD personnel in installation of transmission line and "bazooka."

ANDREW CO.

363 EAST 75th STREET • CHICAGO 19

ANDREW

WRITE FOR COMPLETE CATALOG

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

KFMB sells SAN DIEGO

San Diego again leads all U. S. cities in per capita retail sales. This year folks within 15 miles of our antenna are expected to spend almost $425,000,000. Solid peace-time industry keeps this figure UP. Sell San Diego through KFMB, the ABC station with the "inside" track.

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

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Under Ownership Management

EXCLUSIVE

Penna. Ave. and Boardwalk

FCC Actions

(*Continued from page 66*)

Applications Cont.:

WFNS-FM Burlington, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date.

TENDERED FOR FILING

Assignment of CP

WKLF Clanton, Ala.—Consent to assignment CP to Southeastern Bcstg. Co. Inc.

AM—1440 kc

Brunswick Bcstg. Corp., Brunswick, Ga.—CP new standard station 1440 kc 1 kw unl. DA-N.

Assignment of CP

KERS Elko, Nev.—Consent to assignment of CP to Elko Bcstg. Co. Corp.

AM—1280 kc

KUGN Eugene, Ore.—CP change frequency from 1400 kc to 1280 kc, 250 w to 500 w-N, 1 kw-D, install new trans. and DA-N.

October 15 Decisions . . .

DOCKET CASE ACTIONS

WORL Decision

Commission announced adoption of memorandum opinion and order, reaffirming and adopting as final its decision and order of April 21, denying application for renewal of license of WORL Boston. Order does not include portion of April 21 order which concerned temporary extension of license of WORL and which is no longer applicable. Dismissed as moot application for transfer of control of Bcstg. Service Organization Inc., WORL licensee, from present stockholders to Bitner Bcstg. Co. WORL presently operates under temporary license expiring Nov. 30 on 950 kc 1 kw day (500 w for aux.)

BY COMMISSION EN BANC

Conditional FM Grants

Rural Radio Network Inc.—Authorized cond. grants for six new FM stations to serve rural New York State. See story this issue.

Hearing Designated

Martinsville Bcstg. Co., Martinsville, Va.—Designated for hearing application for new Class B FM station.

Assignment of License

WGRV Greenville, Tenn.—Granted application for assignment of license of WGRV (representing 50% stock interest) from Austin, Lyerly and Burns, partnership d/b as Greenville Bcstg. Co. to Radio Greenville Inc., with waiver of Avco rule.

Petition Denied

WFCI Pawtucket, R. I.—Adopted order denying petition requesting that Commission reconsider action of board of commissioners Aug. 21 denying petition for reconsideration and grant of application for mod. license to move main studios from Pawtucket to Providence; reaffirmed said action of board.

Modification of CP

KFRM Kansas City—Granted mod. CP to make change in type trans. and change main studio location.

Extension of Permit

National Bcstg. Co. Inc., New York—Granted extension of permit authorizing transmission of programs to foreign (Canadian) stations for broadcast purposes; granted extension of permit to transmit recorded programs to all broadcast stations in Canada licensed to operate by Canadian Government which may be heard consistently in U. S. (Chairman Denny and Comr. Jones not participating.)

Extension of Authority

Columbia Bcstg. System Inc., New York—Granted extension of authority to transmit programs to foreign (Canadian) stations for broadcast purposes. (Comr. Jones not participating.)

Petition Denied

Model City Bcstg. Co. Inc., Anniston, Ala.—Denied petition requesting reconsideration and grant without hearing application for new station. (Chairman Denny not participating.)

Petition Granted

Inter-City Advertising Co., Greensboro, N. C.—Granted petition to reconsider and grant application for new station 1320 kc 1 kw DA-1 unl. (Chairman Denny not participating; Comr. Hyde and Jones voting to deny petition.)

Order Adopted

Wolverine State Bcstg. Service Inc., Detroit—Adopted opinion and order denying petition for exemption from provisions of proposed rules concerning daytime skywave transmissions whereby Commission has deferred consideration of all applications for D or limited time operation on Class 1-A or 1-B channels until decision is announced in daytime skywave transmission hearing.

AM—790 kc

Robert W. Rounsaville, Buckhead, Ga.—Granted CP new station 790 kc 1 kw D only. (Comr. Jones for hearing.)

AM—1200 kc

Superior Enterprises, Hammond, La.—Granted CP new station 1200 kc 250 w D.

AM—1320 kc

WKIX Columbia, S. C.—Granted CP to change frequency from 1490 to 1320 kc, increase power from 250 w unl. to 500 w-N 1 kw-D DA-N and install new trans. (Chairman Denny not participating; Comr. Jones for hearing.)

AM—1490 kc

The Tower Realty Co., Cumberland, Md.—Granted CP for new station 1490 kc 100 w unl. (Comr. Durr and Hyde for hearing.)

License Renewal

WEDC Chicago—Granted renewal of license for period ending Aug. 1, 1949. (Comrs. Durr and Jones for hearing.)

Hearing Designated

New England Theatres Inc., Boston; United Detroit Theatres Corp., Detroit; Allen B. Du Mont Labs. Inc., Cincinnati; Allen B. Du Mont Labs. Inc., Cleveland; Interstate Circuit Inc., Dallas, and WTVO Detroit—Designated for hearing applications for new television stations (involving subsidiaries of Paramount Pictures Inc.) (Chairman Denny not participating) to be heard in consolidated proceeding with application of WTVO, The Fort Industry Co., Detroit, for mod. CP to change frequencies from Channel 2 (54-60 mc) to Channel 5 (76-82 mc).

Assignment of License

WHHM Memphis, Tenn. — Granted consent to assignment of license of AM station WHHM and conditional grant for WHHM-FM from Herbert Herff tr/as WHHM Bcstg. Co. to Mid-South Bcstg. Corp. (Comr. Durr voting for hearing), for $300,000.

Hearing Designated

KVAK Atchison, Kan.—Designated for hearing application for consent to assignment of license for station KVAK from S. H. Patterson to Albert Alving Almada for $80,000. (Comr. Jett voting to grant).

Assignment of License

KGGF Coffeyville, Kan.—Granted consent to assignment of license of KGGF from Hugh J. Powell to The Midwest Bcstg. Co. Inc. for $400,000 (Comrs. Walker and Durr for hearing).

KIUL Garden City, Kan.—Granted consent to assignment of license of KIUL from Frank D. Conard to The Telegram Pub. Co. for $42,000.

Modification of CP

WHIR Danville, Ky.—Granted mod. CP to specify 250 w, change type trans. and for approval of ant. system and trans. location.

Petition Denied

Danville Bcstg. Co., Danville, Ky.—Adopted memorandum opinion and order denying petition for rehearing, directed against Commission's decision adopted April 25 granting, after hearing, application of Commonwealth Bcstg. Corp. for new station Danville, Ky. (Comr. Jones not participating).

Modification of License

WBEC Pittsfield, Mass.—Granted mod. license to increase power from 100 to 250 w.

Petition Denied

Sioux Falls Broadcast Assn. Inc., Sioux Falls, S. D.—Denied petition for reconsideration requesting that Commission reconsider action of board of commissioners on Aug. 28 denying petition for rehearing filed by petitioner against Commission of April 30, granting application of Big Sioux Bcstg. Co. and application of Midcontinent Bcstg. Co.

October 15 Applications . . .

ACCEPTED FOR FILING

AM—1290 kc

Marble City Bcstg. Co. Inc., Sylacauga, Ala.—CP new standard station 1290 kc 1 kw D.

AM—1220 kc

Suwannee Bcstg. Co. Inc., Live Oak, Fla.—CP new standard station 1220 kc 250 w D.

Modification of CP

WQAM Miami, Fla.—Mod. CP, as mod., which authorized installation of new ant. and mount FM tower on top, for extension of completion date.

AM—1230 kc

Fred J. Steinmetz, Carlsbad, Calif.—CP new standard station 1230 kc 250 w unl.

AM—890 kc

Leland Holzer, Los Angeles—CP new standard station 890 kc 1 kw D.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,413 licensed, 469 construction permits, 704 applications pending (of which 372 are in hearing); FM — 63 licensed, 249 conditional grants, 698 CPs (totaling 904 initial authorizations), 122 applications pending (71 in hearing); television—six licensed, 63 CPs, 23 applications pending (eight in hearing).

Modification of CP

WZIP Covington, Ky.—Mod. CP, as mod., which authorized new standard station to change type trans. and to change name of permittee from Northern Kentucky Airwaves Corp. to WZIP Inc.

Modification of CP

WSID Essex, Md.—Mod. CP which authorized new standard station to change type of trans. and make changes in vertical ant. AMENDED re changes in ant.

WVOM Brookline, Mass.—Mod. CP, as mod., which authorized new standard station to change trans. location.

AM—1340 kc

Continental Bcstg. Service Inc., Fairhaven, Mass.—CP new standard station 1340 kc 250 w unl. Contingent upon WNBH being granted change of facilities.

Modification of CP

WFOR Hattiesburg, Miss.—Mod. CP, as mod., which authorized installation of new vertical ant. with FM ant. mounted on top, make changes in ground system, and change trans. location, for extension of completion date.

WDNC Durham, N. C.—Mod. CP, as mod., which authorized installation of new trans. and DA-DN, change frequency, increase power and change trans. location and mount FM ant. on AM tower, for extension of completion date.

AM—860 kc

Van Wert Bcstg. Corp., Van Wert, Ohio—CP new standard station 860 kc 250 w D.

Modification of CP

The Eastern Oklahoma Bcstg. Corp., Muskogee, Okla.—Mod. CP which authorized new standard station to change from DA-DN to DA-N and change studio location.

WMOB-FM Mobile, Ala.—Mod. CP which authorized new FM station for extension of completion date.

KOMB Los Angeles—Same.
WHOO-FM Orlando, Fla.—Same.
WRXW Louisville, Ky.—Same.
WKYC Paducah, Ky.—Same.
KALB-FM Alexandria, La.—Same.
WMNE Portland, Me.—Same.
WASA Baltimore—Same.
WGTR Boston—Same.
WSAR-FM Fall River, Mass.—Same.
WBIL New Bedford, Mass.—Same.

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WEXL-FM Royal Oak, Mich.—Same.
WCTS Cincinnati—Same.
KVSO-FM Ardmore, Okla.—Same.
WSAN-FM Allentown, Pa.—Same.
KPRC-FM Houston, Tex.—Same.

FM—97.3 mc

Tacoma Bcstrs. Inc., Tacoma, Wash.—CP new FM station (Class B) on Channel 247, 97.3 mc, ERP 2.3 kw.

FM—92.7 mc

WAUK Bcstg. Co., Waukesha, Wis.—CP new FM station (Class A) on Channel 224, 92.7 mc, ERP 163 w and ant. height above average terrain 209 ft.

Modification of CP

KTLA Los Angeles—Mod. CP, as mod., which authorized new commercial TV station, to make changes in trans. and ant. system; commencement and completion dates 60 days from date of grant and 180 days thereafter, respectively.

TV—180-186 mc

Harold O. Bishop, Harrisburg, Pa.—CP new commercial TV station on Channel 8, 180-186 mc, ERP vis. 1.82 kc, unl.

Modification of CP

KCPN Fort Worth, Tex.—Mod. CP, as mod., which authorized new commercial TV station, for extension of completion date.

License for CP

Federal Telecommunication Lab. Inc., Nutley, N. J.—License to cover CP which authorized new developmental station W2XFZ.

The A. S. Abell Co., Baltimore—License to cover CP which authorized new experimental TV relay station.

J. E. Rodman, Fresno, Calif.—License to cover CP which authorized new remote pickup station KPRB.

Modification of CP

American Bcstg. Co. Inc., New York—Mod. CP which authorized new remote pickup station WNLO, for extension of commencement and completion dates.

License Renewal

KFJM Grand Forks, N. D.—License renewal.

TENDERED FOR FILING

AM—1460 kc

WHFC Cicero, Ill.—CP change frequency from 1450 to 1460 kc, power from 250 w to 5 kw, install new trans. and change trans. location and install DA-DN.

Transfer Control

KNPT Newport, Ore.—Consent to transfer of control of CP from Carl Schindler Jr. and Leo E. Schacter, executor of estate of Carl Schindler Sr., deceased, to Thomas R. Becker and Andrew H. Becker.

Assignment of License

WHAR Clarksburg, W. Va.—Consent to assignment of license to Mountain State Bcstg. Co., corporation.

APPLICATION DISMISSED

Modification of CP

WANF Chicago—Mod. CP which authorized new FM station for extension of commencement and completion dates. DISMISSED at request of applicant.

October 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1450 kc

Announced proposed decision looking toward grant of application Southern Bcstg. Co. for new station 1450 kc 250 w unl. at Charleston, S. C., and denial of application of Fort Sumter Bcstg. Co. for same facilities.

Petition Denied

Adopted decision and order for rehearing filed by Gulf Bcstg. Co. Inc., Mobile, Ala., directed against Commission's action of June 28 granting application of Burton Bcstg. Co. for new station in Mobile and denying application of petitioner.

AM—920 kc

Announced proposed decision looking toward denial of application of Metropolitan Bcstg. Co. of Milwaukee for new station 920 kc 100 w D since applicant cannot meet requirements of Commission standards which specify that Class IV station will not be assigned to regional frequency where there are other facilities in city proposed to be served.

AM—1150 kc

Announced proposed decision looking toward grant of application of Northwestern Ohio Bcstg. Corp. for new station Lima, Ohio, 1150 kc 1 kw unl. DA, and denial of applications of WOOP Inc. requesting same frequency with 1 kw-N 5 kw-D unl. DA at Dayton, Ohio, and Sky Wave Bcstg. Corp. requesting same frequency with 1 kw-N 5 kw-D unl. DA at Columbus, Ohio.

BY COMMISSION EN BANC

FM—Grants

Authorized cond. grant Class B FM station. Issued CPs two Class B outlets; issued CPs one Class A and 11 Class B stations. See story this issue.

FM—102.1 mc

WSOY-FM Decatur, Ill.—Approved assignment of Channel 271, 102.1 mc, in lieu of previous assignment.

Modification of CP

Capital Bcstg. Co., Annapolis, Md.—Granted mod. CP for 90-day extension of completion date.

Hearing Designated

Crescent Bay Bcstg. Co., Santa Monica, Calif.—Designated for hearing application for Class A station in consolidated proceeding covering new Class A stations for Los Angeles area.

Applications Dismissed

Elmer A. Benson, Duluth and Rochester, Minn.—Dismissed applications for new FM stations for failure to prosecute.

Modification of CP

Crosley Bcstg. Corp., Columbus, Ohio—Granted mod. CP new commercial television station to change effective ant. height from 546 ft. to 882 ft., ERP from 48 kw to 15.5 kw and change trans. site.

Assignment of License

WFHR Wisconsin Rapids, Wis.—Granted consent to assignment of license for AM station WFHR and permit for FM station from William F. Huffman to William F. Huffman Radio Inc., controlled by Huffman.

KGER Long Beach, Calif.—Granted consent to assignment of license from Consolidated Bcstg. Corp. Ltd. to Dana Latham, executor under will and Codicil of C. Merwin Dobyns, deceased.

Hearing Designated

WFDF Flint, Mich.—Designated for hearing application for consent to transfer of control of Flint Bcstg. Co., licensee of WFDF, from Howard M. and Frederick S. Loeb to the Trebit Corp.

Conroe Bcstg. Co., Conroe, Tex.—Designated for hearing application for new station 1450 kc 100 w unl.; made KRIC Beaumont, KCOH Houston and KCTI Gonzales parties to proceeding.

AM—1570 kc

Charles M. Meredith, Doylestown, Pa.—Granted CP new station 1570 kc 250 w D.

AM—1050 kc

Peninsula Bcstg. Corp., Hampton, Va.—Granted CP new station 1050 kc 250 w D.

AM—730 kc

Morehouse Bcstg. Co., Bastrop, La.—Granted CP new station 730 kc 250 w D.

AM—1340 kc

Beaufort Bcstg. Co., Washington, N. C.—Granted CP new station 1340 kc 250 w unl.

October 16 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

WHTB Talladega, Ala.—CP install new trans.

KSUN Lowell, Ariz.—CP make changes in trans. equipment, install new vertical ant. and change trans. and studio locations.

Modification of CP

WMBR Jacksonville, Fla.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N, change trans. location and mount FM ant. on AM tower, to make changes in DA and for extension of completion date. AMENDED to change type trans.

WTMC Ocala, Fla.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and change in trans. location, to change type trans.

Relinquishment of Control

KHON Honolulu, T. H.—Voluntary relinquishment of control of licensee corporation from Ralph M. Fitkin to Louis Roy Turner. (2,500 sh. of common stock—25%).

Modification of CP

KVAK Atchison, Kan.—Mod. CP which authorized change frequency, increase power, changes in trans. equipment and install DA-DN, to make changes in DA and to change trans. location.

AM—1280 kc

Alma Bcstg. Co. Inc., Alma, Mich.—CP new standard station 1030 kc 250 w D. AMENDED to change frequency from 1030 to 1280 kc, power from 250 w to 1 kw, type trans. and make changes in ant. and change trans. location.

Griner-Dillon Bcstg. Co., Bay City, Mich.—CP new standard station 1280 kc 500 w D.

Program Authority

Wolverine Network Inc., Detroit, Mich.—Authority to transmit programs to CHOK Sarnia, Canada, from Detroit.

Modification of CP

KXLL Missoula, Mont.—Mod. CP, as mod., which authorized new standard station, to make changes in vertical ant. and change trans. and studio locations.

Assignment of License

KOCO West Salem, Ore.—Involuntary assignment of license from B. Loving Schmidt to Jennie C. Schmidt, guardian of estate of B. Loring Schmidt.

Modification of CP

WFIL Philadelphia—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

(Continued on page 72)

WELCOMING Kate Smith (center) when she arrived at WNAC Boston studios to originate her *Kate Smith Speaks* noontime show over MBS and the Yankee Network were (l to r): David F. Shurtleff, promotion-publicity director for Yankee; Louis K. Wolff, advertising manager, Kendall Manufacturing Co., which sponsors the show over seven Yankee outlets for Soapine; Gordon R. Fulton, president of Kendall, and Earle G. Thomas, radio director, Henry A. Loudon, advertising. Yankee outlets carrying the program include WNAC WSAR WEIM WONS WHYN WLLH WBRK. While in Boston Miss Smith and Ted Collins, who is featured on her show, took time out to watch Ted's Boston Yanks play football.

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JOE McCARTHY New Manager of the Boston Red Sox

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Robert P. Mendelson Productions

277 DELAWARE AVE., BUFFALO 2, N. Y. 62 LOUIS G. COWAN, NEW YORK AND CHICAGO

Toni

(*Continued from page 16*)

nium thioglycellate instead of a sulphide compound which curled hair but could affect scalp as well. The secret of a really good home permanent is to follow directions to the letter, take plenty of time, and, if possible, enlist the aid of a second party. There are, it is said, thousands of women who join forces regularly in "Toni Twosomes," each person helping the other apply the permanent.

Early Handicap

Toni's chief and earliest handicap in overcoming customer resistance was a word of mouth campaign, plus some newspaper publicity of women who had (usually ignoring directions) sustained scalp or hair injuries from using early preparations.

The second obstacle has come from the beauty parlors themselves and has been directed not only against Toni but its chief competitors as well (namely Portrait, Charm Kurl and Crowning Glory). The beauty parlor lobbyists have attempted in several states to pass legislation against home permanent wave preparations without success. Mr. Harris is unperturbed by this form of irritant; he thinks the American woman will stand by Toni because of the success she has had in giving herself soft, natural looking waves for very little money.

Proof of his contention seems borne out by Toni's amazing sales record—92% of all home permanent wave sets sold in department, drug and variety stores in 1947 bore the Toni label.

The president and founder of The Toni Co. is about as far from the common conception of a beauty supply salesman as finding Chanel No. 5 in a round-house, since his hulking 6 ft., 230-pound frame is more at home on a golf course than at his mahogany desk in the spanking new Toni factory. But R. N. W. Harris' mind is trigger-sharp to sales trends and statistics compiled by his brother Irving.

Neisen Harris was born Jan. 24, 1915 and Irving was born Aug. 4, 1910.

Two Opposites

As seems true with most brothers, the two are opposites in most likes and dislikes. Neisen is the mixer (he reputedly can recall the name of every druggist he ever met) and out-doorsman. A football player at Andover and Yale, only a bad knee kept him off the varsity as a sophomore. As a college wrestler he made his Y as much from sheer exuberance and muscular strength as from any skill at the art.

Irving Harris is a quiet, soft-spoken modest man who wears a double-breasted suit over a Phi Beta Kappa key and whose previous experience was in auto financing and insurance. Long before the Harrises made their splash in national radio, Irving compiled a telephone survey in St. Paul and became convinced that radio is the greatest door-opener in America.

They both know that to keep the sale of Toni products pyramiding, more and more of each earned dollar must be poured back into advertising. American women cannot be permitted for a moment to forget that a Toni Home Permanent Wave means money saved and an end to long hours under a dryer.

Toni's plans for 1948 are subject to change on sudden notice; the more money Toni makes the more is almost certain to go right back into America's biggest cosmetic advertising campaign. Radio will continue to get more and more of the Toni dollar.

TONI CO. (Toni Home Permanent), through its radio director, Don Paul Nathanson (r), completes arrangements with Russ Titus, Canadian vocalist, for new program launched Oct. 14 over Trans-Canada Network. It was Toni's first Canadian program contract. Toni advertising in Canada is handled by Spitzer and Mills Ltd., Toronto.

PROJECT YOUR SALES STORY TO OHIO'S RICHEST FARM MARKET

WITH 5,000 WATTS DAY AND NIGHT HERE'S WHBC'S ENLARGED RURAL PICTURE

NOW . . .

50,540 FARMS
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FARM POPULATION 195,054
FARM RADIO HOMES 42,241
ELECTRIFIED FARMS 39,382

YOUR DOLLAR BUYS MORE THAN BEFORE in Ohio's most diversified industrial production area and richest rural region.

whbc

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CANTON, OHIO
The Best Balanced Market in the United States

TECHNICIANS SEE NEW WIDE-RANGE RECORDER

NEW WIDE-RANGE portable magnetic tape recorder with a frequency range of from 50 to 10,000 cycles has been developed by W. V. Stancil, Hollywood electronics engineer.

Equipment, making basic use of the Sound Mirror chassis, demonstrated in tests before NBC and CBS Hollywood sound technicians that it is capable of surpassing high fidelity requirements now demanded of acetate recording methods.

Stancil recorder is contained in two suitcase carriers weighing less than 35 pounds fully loaded with microphones, cables and other equipment.

First public showing in Hollywood is being planned for this month, with assembly line production for commercial use to follow.

FCC Actions

(*Continued from page 71*)

Applications Cont.:

Modification of CP

KSDN Aberdeen, S. D.—Mod. CP which authorized new standard station, to change type trans.

AM—1010 kc

Sumner County Bcstg. Co., Gallatin, Tenn.—CP new standard station 920 kc 1 kw D. AMENDED to change frequency from 920 to 1010 kc.

AM—1150 kc

Brownsville Bcstg. Co., Brownsville, Tex.—CP new standard station 1150 kc 1 kw D.

AM—1000 kc

Mountain Empire Bcstg. Corp., near Marion, Va.—CP new standard station 1450 kc 250 w unl. AMENDED to change frequency from 1450 to 1000 kc 250 w to 1 kw D, change ant. and change type trans. hours from unl. to D.

Modification of CP

WKOW Madison, Wis.—Mod. CP which authorized new standard station, for extension of completion date.

FM—99.5 mc

Independent Bcstg. Co., Knoxville, Tenn.—CP new FM station (Class B) on frequency to be determined by FCC, ERP 11.7 kw and ant. height above average terrain 500 ft. AMENDED to change frequency from "To be determined by FCC," to Channel 258, 99.5 mc.

TV—186-192 mc

Empire Coil Co. Inc., Sharon, Mass.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis 25.6 kw, aur 13.46 kw and unl.

License Renewal

WRBL Columbus, Ga.—License renewal.

TENDERED FOR FILING

Assignment of CPs

WJEL WJEM Springfield, Ohio—Consent to assignment of CPs of standard station WJEL and FM station WJEM to Champion City Bcstg. Co.

Hearings Before FCC . . .

OCTOBER 20

Clear Channel

Further hearing in matter of clear channel broadcasting in standard band to be held before Commissioner Hyde, and such other commissioners as may attend, in Conference Room B, adjacent to Departmental auditorium, 13th and Constitution Ave. N.W., Washington.

AM—Hearing

WIBK Knoxville, Tenn.—License to cover CP new AM station 880 kc 1 kw D and CP for FM facilities.

To be held before Commissioner Durr, 10 a.m., Room 2232, FCC Hdqrts.

OCTOBER 22

AM—Hearing

Scripps-Howard Radio Inc., Cleveland—CP 1300 kc 5 kw unl. DA-DN.

Cleveland Bcstg. Inc., Cleveland—Same.

OCTOBER 23-24

Tri-State Bcstg. Co., Cumberland, Md.—CP 1230 kc 250 w unl.

Richard Aubrey Raese, Cumberland, Md.—CP 1230 kc 250 w unl.

To be held in Grand Jury Room, Federal Bldg., Cumberland, 10 a.m.

Minderman Named

EARL MINDERMAN, assistant to retiring FCC Chairman Charles R. Denny, was "detailed" last week to the Citizens Food Committee headed by Charles Luckman, president of Lever Bros. He will be in charge of the organization of local citizens' food committees in cities of more than 10,000 population. Chairman Denny said Mr. Minderman, former FCC information director, was detailed to the food committee "in response to a request from the Executive Office of the President."

RMA

(Continued from page 17)

counsel, John W. Van Allen, to attend a New York hearing today (Monday) in opposition to a proposed bill requiring all radio service men and other technicians to obtain municipal licenses. The RMA opposes the resolution in accordance with a general policy of opposition to unnecessary governmental control of private business.

Action on a proposal to establish a national spot checking service on radio set sales was postponed by the RMA board of directors. Board members said further data on the proposed nationwide service would be collected, and submitted to RMA members before the next meeting.

RMA members did hear a report on a sample survey of sales in New England, taken by RMA Industry Statistics Committee. The New England spot check revealed that radio dealers are "living off their inventories" because sales are exceeding purchases from manufacturers. The check indicated a lively demand for AM-FM receivers, and a steady demand for radio-phonograph consoles.

Final Plans

Final plans for the nationwide observance of National Radio Week Oct. 26-Nov. 1 were completed; broader services for RMA members were outlined; and a plan to consolidate the RMA Convention and the Radio Parts Trade Show in 1949—which will mark the 25th anniversary of RMA—was approved by the Board.

A U. S. Department of Commerce proposal that RMA finance the registration of goverment-owned radio and electronic patents abroad was rejected on the grounds that insufficient information on the patents is available and that the registration would be unduly expensive.

Dr. W. R. G. Baker, director of the RMA Engineering Department, was appointed RMA representative on the Radio Technical Planning Board to replace Ray Manson, an RMA director of Rochester, resigned; and Fred Lack, another RMA director, was named alternate member of RTPB.

An invitation from the Canadian RMA Board of Directors was accepted by the American board, and a joint meeting will be held April 8-9, 1948, at the Royal York Hotel in Toronto. The RMA Board will meet Jan. 14 in Chicago.

The four-day fall conclave of the RMA was concluded Thursday with a meeting of the Executive Committee and section chairmen of the RMA Transmitter Division under Chairman S. P. Taylor of New York. Earlier similar meetings were held by the Executive Committee of the RMA Set Division, under Mr. Galvin; the Executive Committee and section chairmen of the RMA Parts Division; the RMA Tube Division under R. C. Carlson, Newark, N. J.; and the RMA Advertising Committee, under Acting Chairman Victor A. Irvine of Chicago. The sessions were held at the Roosevelt Hotel.

Separate meetings of the five sections of the RMA Parts Division were held Monday. The sections meeting and their respectiv chairmen were: Coil section, alternate chairman, E. M. Keyes, Chicago; metal stampings and metal specialties, S. L. Gabel, Norristown, Pa.; record changers and phono-motor assemblies, Allan W. Fritzche, Elyria; special products, William R. McCleod, Syracuse, N. Y.; and wire-wound resistor, alternate chairman, Roy S. Laird of Chicago.

NEW STUDIOS UNDER OLD ROOF

300-Year Old House on 'Cotton Row' Remodeled For WTNT Augusta

On the banks of the Savannah River, this historic house will contain the modern studios of Augusta's NBC station, WTNT.

* * *

OLD AND NEW will meet in sharp contrast in Augusta, Ga., when NBC outlet WTNT moves into a remodeled 300-year-old house on Augusta's historic "Cotton Row." Located a stone's throw from the sleepy Savannah River, the old structure is being converted into modern broadcasting studios.

"The Row" is still the center of Augusta's cotton market, as it was in the days before the Civil War. Across from the new studios, the Augusta Cotton Exchange does a thriving business. When the construction is completed, the building will look the same as it did when built, and the face of "Cotton Row" will remain unchanged.

Inside, however, it's a different story. New studios are now being built, with completion expected Jan. 1, 1948. Looking toward the installation of FM and television, a modern annex with additional studios is being built in the rear of the building.

In the heyday of the cotton traders, the old house was the center of "the Row," and its owners could not imagine that the house would become a center of the growing radio industry in the Old South.

Walter J. Brown, station president, announcing the signing of a ten-year lease on the property, said, "What we are doing is combining the old with the new to give Augusta a modern studio broadcasting center and also retain a picturesque setting which will reflect the true atmosphere of Georgia's second oldest city." At present, studios are located in a large trailer near the WTNT transmitter.

RWG NOMINATES SLATE FOR ELECTION IN NOV.

ERICK BARNOUW and Welbourn Kelley were nominated for president and vice president respectively of the Radio Writers Guild at a meeting of the nominating committee of the Guild's Eastern region last week in New York.

In addition, 25 RWG members were nominated for the five positions to be filled by the Eastern region on the Guild's national council. Five alternates will also be chosen from the group of nominees which follows: Eleanor Abbey, Elaine Carrington, Henry Denker, David Driscoll, Jack Fink, Julian Funt, Elizabeth Hart, Philo Higley, Gene Hurley, Ben Hagan, Priscilla Kent, George Lefferts, Peter Lyon, Ira Marion, Vincent McConnor, Leon Meadow, Albert G. Miller, Robert Newman, Arnold Perl, Howard Rodman, Aaron Rubin, Allan Sloane, Joseph Wershba and Max Wylie. Mr. Newman, Miss Carrington and Miss Kent are up for re-election, being members of the present council.

The entire RWG membership will cast votes for the national president at an election to be held in New York Nov. 11, absentees voting by mail. Each region will nominate and elect its own vice president and national council members, however.

Robert Cenedella was chairman of the Eastern region nominating committee, which included Sylvia Berger, Allan Sloane, Harry Bailey, and Jim Hart.

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Petrillo

(*Continued from page 13*)

the big three—Decca, RCA and Capital.

Little hope for renewal of present contracts between transcription and recording firms and the American Federation of Musicians was held as a result of a terse statement by AFM President Petrillo in Chicago late Thursday that he had no statement to make concerning such negotiations.

Mr. Petrillo also said he had sent a letter to FM stations forbidding further employment of AFM members as FM network musicians and a similar letter to the networks to cease dual broadcasting of programs employing the services of the union's members. This was done Oct. 14, Mr. Petrillo said.

While saying he had no news, Mr. Petrillo condemned the FM industry as being "too cheap" to employ musicians and of expecting him to provide their services free of charge. "The AM boys got off on the wrong foot with us," he shouted, "but we're not going to make the same mistake with FM."

Mr. Petrillo was vehement in criticizing the networks for allegedly taking advantage of the union to foster a new industry (referring to FM), but that they could always duplicate musical programs by employing a like number of union musicians on the FM stations.

"Would you work for nothing?" he questioned. "Would you give a loaf of bread away just because somebody asked you to?" he demanded.

Meanwhile a suit was filed against Petrillo and the AFM before the Chicago offices of the NLRB, charging the union with violation of the Taft-Hartley Law by forcing Chicago theatres to employ musicians they did not need. The complaint was filed by Lake City Theatre Operating Co., a subsidiary of the Shubert Corp. It formally charged Petrillo with having violated anti-featherbed provisions of the Taft-Hartley Law. The complaint grew out of an order by Mr. Petrillo forcing the Shubert Co. presenting "Cyrano De Bergerac" to employ eight musicians although not a note of music was heard during the entire performance.

The theatre company charged that the musicians played cards backstage during the performance although they received full union scale. In cases where a production required the playing of a phonograph on stage, the complaint cited, the union forced the company to hire standby musicians at $88 per week. The case is believed to be the first of a number filed throughout the United States by theatres against Mr. Petrillo.

No Comment

While Mr. Petrillo refused to comment on the case, David Katz, representing the Chicago local, said the union would fight the charges on the ground that a theatre is not engaged in interstate commerce. "Congress can only legislate with regard to industries in interstate commerce," he contended.

Joseph L. Hektoen, chief law officer of the NLRB, and Martin Schneid, senior field examiner, said they would confer with the Shubert management and union officials.

During the final hours of the Executive Board meeting, Mr. Petrillo paused to pay tribute to the late Joseph M. Padway, who has represented the union in its many legal battles and to announce that J. Albert Woll, former U. S. District Attorney and now a partner in the Padway firm, would represent him in the future. He added that Mr. Woll would not represent him during hearings now pending on his alleged violation of the Lea Act.

Mr. Woll was U. S. attorney in Chicago at the time the original information was filed in Federal Court last year.

Government Renews AFM Prosecution

Walkout Against WAAF Base of Bill Filed Last Wednesday

THE GOVERNMENT renewed its prosecution of James C. Petrillo for alleged violation of the Lea Act by filing an amended bill of criminal information against the AFM president in U. S. District Court in Chicago last Wednesday.

As predicted [CLOSED CIRCUIT, Sept. 29], the bill went into detail on the action taken by Mr. Petrillo against WAAF in calling a strike May 27, 1946, as recommended by the Supreme Court when it handed down its opinion in favor of the government.

The bill was filed before U. S. District Judge Walter LaBuy by District Attorney Otto Kerner Jr., successor to Albert J. Woll, now a member of the law firm representing the AFL and the AFM. Judge LaBuy had ruled last year against the government's contention that Mr. Petrillo's strike action had violated the Lea Act. The federal judge set Nov. 4 for hearing on any motions the defense may make. These include such possibilities as a motion to quash, motion to dismiss on question of jurisdiction and motion to dismiss on constitutionality of the Lea Act itself.

The bill made no mention of the Lea Act but was restricted to facts leading up to and including the actual walkout of three union musicians employed by WAAF following a breakdown of negotiations between Bradley Eidmann, WAAF manager, and Mr. Petrillo.

It recited how WAAF was owned and operated by the Drovers Journal Publishing Co. Inc., an Illinois corporation founded in 1922, and how it had contracted to employ three musicians, originally as instrumentalists but during the years between 1935 and the time of the strike as "mechanical musical device operators." It contended that WAAF required the services of no more than three musicians, but that the defendant (Mr. Petrillo) nevertheless had notified Mr. Eidmann that on the expiration of its present contract it would be required to employ three additional musicians.

The bill said that Mr. Petrillo had further ordered that these musicians be employed to turn records only and not as instrumentalists and that on refusal by WAAF to accept these terms he had refused to meet with or negotiate with legal counsel employed by WAAF and had authorized a strike on May 27.

It further cited evidence in the form of telegrams and telephone conversations between Mr. Eidmann and Mr. Petrillo in which Mr. Petrillo had refused to meet with WAAF or its legal counsel and that when WAAF countered with an offer to employ four musicians, or one additional to its present staff, he had refused to negotiate further.

Coercion Charged

The government charged Mr. Petrillo with refusing to avail himself of the privileges of collective bargaining or to make such privileges available to WAAF and with using "coercion and force." It said the AFM, through the power entrusted to Mr. Petrillo, could force its members to accede against their will to its edicts.

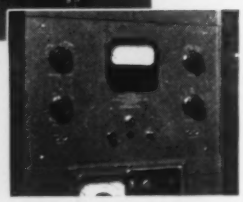
Mr. Kerner said that the amended bill differed little from the original bill with the exception that the government had stricken any reference to peaceful picketing.

Only person to represent Mr. Petrillo in court was David Katz, counsel for the Chicago AFM local, who asked the court for 20 days in which to consider the brief. Mr. Petrillo himself was in conference all through the day with members of the AFM executive board, presumably on legal aspects of the Taft-Hartley Act, which has replaced the Lea Act as his chief source of annoyance, and on plans for future negotiations with networks, record and transcription firms.

He said early last week that he did not intend to commit himself to any discussion of contracts with either recording or transcription firms, or on dual broadcasting of AM-FM until his negotiations with the networks at the expiration of contracts Feb. 1 have been "completed to his satisfaction."

Master Control Room and Studio from which popular recorded musical shows originate at WHDH, Boston.

*Dynamic Noise Suppressor installation.



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music out of the grooves

Is "in the groove"

Thanks to

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Top-flight recorded musical programs attract a substantial share of the Boston radio audience to WHDH. And helping WHDH maintain top reproduction quality is a *Dynamic Noise Suppressor which monitors and safeguards the quality of recorded music.

A special gate circuit in the *Dynamic Noise Suppressor effectively eliminates surface noise and bass rumble from recorded musical programs. It adds the final touch of quality that complements good programming and good production.

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Scott, Fisher and Minnesota Electronics house radio-phonographs are also equipped with the *Dynamic Noise Suppressor—the only noise suppressor with quality suitable for use in broadcast stations.

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CHESTER, PA., OUTLET STAFFED BY VETERANS

CHESTER, PA., now has a radio station. WPWA, the first and only outlet in the city, went on the air last week as a 1 kw daytimer on 1590 kc. Staffed almost entirely by World War II veterans, the station is owned and operated by Lou Poller, formerly half-owner of WARM Scranton, and a veteran of three years service in the U. S. Marine Corps.

A new building designed by Rene Brugoni of New York, contains complete facilities, including transmitter, antenna, studios and business offices. On the ground floor there is a kitchen and dining room for the staff. Entire 75,000 cubic foot structure is air conditioned.

Station personnel includes: Max Mandel, general manager; Charles Ross Capps, program director; George Steinhardt, Frank Taylor, Joseph E. Pyne and Helen M. Beagle. Engineering force is headed by Joseph J. Goodman, assisted by Emmanuel Schonberger and Ted Braunstein. Burton Levine is in charge of continuity, and Alvin J. Warren, sales and promotion, with Marvine H. Fisher and Paul Stofko. Elizabeth Beagle heads the administrative section. Washington counsel is Philip M. Baker.

New Antenna to Improve FM Reception Announced

A NEW FM antenna and reflector designed to improve FM reception has been announced by the renewal sales section of the RCA Tube Dept., Harrison, N. J. A folder dipole type, known as RCA-228, its signal response is said to be extremely flat between 88 to 108 mc, with strongest signals received from a direction broadside to the antenna, minimizing interference from the opposite direction. Suggested list price is $13.50.

RCA also announced that the 1948 edition of its tube reference book for radio servicemen, engineers, and technicians has just been published and is available at RCA, Cunningham, and RCA Victor tube distributors.

Duane Jones Is Speaker For N. Y. Premium Club

DUANE JONES, president of the Duane Jones Co., New York, told the New York Premium Club members at their monthly meeting that while premiums "are perhaps the most spectacular of sales builders when properly used, many advertisers expect them to carry too heavy a load."

He warned that premiums should not be expected to do the job alone and emphasized the importance of "softening up" the market with a good product story told at high frequency by means of appropriate low cost media before offering a premium. Mr. Jones also pointed out that premiums are most successful on fast turnover commodities in constant daily demand.

WHEN WPAY Portsmouth, Ohio, broke ground atop a Kentucky hill opposite Portsmouth for its new FM transmitter building the city's mayor and civic leaders, as well as WPAY executives, were on hand. L to r: Gerald F. Boyd, WPAY manager; Louis E. Michel, Chamber of Commerce secretary; C. A. Yeager, contractor; Mayor George L. Koerner; J. W. Massa Jr., assistant manager for the contractor; I. J. Harding, manager of U. S. Grant bridge; Perry Howerton; Rusty Marshall, WPAY news editor, and John Osborne. Mr. Howerton and Mr. Osborne provided road rights of way. WPAY-FM, assigned channel 281 (104.1 mc), will use RCA transmission equipment. Station's 180-ft. Truscon steel tower will be topped by a 20-ft. antenna.

Philco's Video Dollar Volume Nearly Equals Firm's 1941 AM Receiver Sales

TELEVISION, in terms of dollar volume, already has become almost as important to Philco as was its prewar radio receiving set business, according to figures given out last week by James H. Carmine, vice president in charge of merchandising.

In 1941 Philco's production of receiving sets amounted to approximately $1,000,000 factory billing price. Current weekly production schedule for television receiving sets calls for a volume in terms of delivery prices to distributors of $900,000.

Sales of all products of the corporation will be in excess of $200,000,000 for this year, according to Mr. Carmine's prediction. This compares with the pre-war record of $77,073,636 set in 1941, the wartime peak of $152,933,250 and the $121,596,622 of last year.

For the first six months of this year, the company's sales totaled $107,931,000, with a record of $57,754,000 made in the second quarter. Third-quarter sales were down because of vacations, changeover of models and sale of the company's storage battery division. Mr. Carmine predicted, however, that if present production schedules are met, sales in the last quarter of this year may equal or even surpass the record second quarter.

Earnings in the first six months of this year totaled $4,034,874, equivalent to $2.80 a share on common, after $2,500,000 provision for inventory reserve. Previous record high earnings for an entire year were in 1944—$3,913,494.

Rexall on KMPC

REXALL Drug Co., Los Angeles, on Oct. 19 started weekly 30 minutes *Adventures of Mr. Ace* on KMPC Hollywood. Contract is for 52 weeks. Agency, BBDO Los Angeles.

KGIL, SAN FERNANDO 1-KW OUTLET, STARTS

KGIL, new independent San Fernando, Calif., station operating with 1 kw fulltime on 1260 kc, was scheduled to take the air yesterday (Oct. 19). Studios and executive offices are at 4919 Van Nuys Blvd., Sherman Oaks, with transmitter and additional studios at 14808 Lassen St., San Fernando.

J. G. (Gil) Paltridge is president and general manager of the licensee, San Fernando Valley Broadcasting Co. Mr. Paltridge was formerly sales promotion manager of KFI Los Angeles and for many years prior was associated with NBC San Francisco.

W. L. Smith, formerly commercial manager of CKEY Toronto, is commercial manager of KGIL. Account executives include Harvey Hewitt and Lynn Gifford.

Bob Seal, former producer of NBC *Truth or Consequences*, is station program manager, James Powell chief announcer, and Joe Stone engineering supervisor. Staff announcers include Jimmy Wildman, Harry Caldwell, Howard Townsend, Andy Scott and John Griswold. Christy Turner is news director.

Besides UP news, station is subscribing to Capitol and Standard transcription library services.

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KABR Aberdeen, S. D.

WHO Des Moines

1001 RULES, REGULATIONS AND STANDARDS OF FCC

For Example: Do stations have to sell time to all political candidates who apply for broadcast privileges?

See pg. 26 pt. 3

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NOW

Recording?

on top of the OPERA BUILDING
in chicago
TRANSCRIPTION MASTERS • REFERENCE RECORDING

Code

(*Continued from page 13*)

ability to operate at a profit under the proposed code has brought expected threats to resign from the association. These have not reached serious proportions, however, since most code critics recognize that the document still is in the formative stage. Resentment has been high, on the other hand, against lack of representation for independents in the original code drafting last spring and summer and in the failure of NAB to make the document public at least a fortnight in advance of the Atlantic City convention.

A. D. Willard Jr., NAB executive vice president, asked if there might be danger of wholesale withdrawals from the association, said, "I hardly think that is possible. Best indicator is the fact that those who disagree with the present proposed standards are stating their objections frankly and openly. With broadcasters overwhelmingly in favor of adoption of minimum standards of self-regulation, I believe the coming meetings will bring a compromise of any difficulties that exist."

Comprehensive suggestions for changes in the commercial section to meet problems of independents were offered last week by Ted Cott, program director of WNEW New York and principal proponent of code revision at Atlantic City.

Mr. Cott informed NAB his station was opposed to double-spotting, with exemption for service announcements if not over 10 seconds. He proposed that a program unit be defined as the total elapsed time from signon to signoff (15-minute program would actually be 14 if followed by a one-minute announcement, 14:30 if followed by a 30-second announcement). He proposed that participating programs be permitted to carry not over 20% of total time for commercials, thus permitting more than three announcements in 15 minutes if not over three minutes in total length. He opposed middle commercials in news programs of less than 14 minutes and suggested no single sponsor should be permitted to use a program segment for more than two products.

Mr. Cott favored creation of a code administrative board for rulings under the spirit of the code, with no departure authorized unless by specific board ruling. Good taste should be the criterion, he suggested.

Series of meetings held among Boston stations, affiliates and independents alike, led to general agreement endorsing most code provisions but suggesting changes in commercial requirements. First meeting was held with Harold E. Fellows, WEEI Boston, NAB District 1 director and one of the code drafters. Later meetings did not include Mr. Fellows, who was given reports of proceedings.

Independents' Idea

One suggestion offered by independents, and generally favored by other Boston stations, would amend Paragraph 1 under Time Limitations on Commercials to read as follows:

The maximum commercial time EXCLUDING (instead of including) station breaks NOT TO EXCEED ONE MINUTE, allowable in any fifteen-minute segment of broadcast time . . . should not exceed three minutes.

The Boston stations, particularly independents, favor one-minute station breaks instead of 30 seconds. In participating programs they generally favored 3½ minutes commercial time out of 15 (including station breaks).

William B. McGrath, general manager of WHDH Boston, in a letter to Mr. Fellows suggesting proposed changes including those listed above, proposed that the daytime commercial time limitations be extended to the entire 24 hours, dropping the shorter night limitations. He suggested middle commercials be permitted in 10-minute news programs.

WMAZ Macon, Ga., agreeing in principle with the code, "will make every effort to follow the suggestions made to us" by NAB, according to Red Cross, commercial manager. "But any time the code interferes with our interpretation of service 'in the public interest, convenience and necessity' we shall follow our own instincts and do that which we as licensees of the Federal Government feel is the right to do, code or no code."

If such acceptance is not satisfactory to NAB, WMAZ will resign, according to Mr. Cross. He added that stations are not licensed "to serve according to a pattern or set of rules laid down and adopted without too much consideration by a minority of the broadcasting industry."

In Georgia, said Mr. Cross, it is difficult to conform to both the code and FCC rules in carrying political broadcasts, since white supremacy is an important campaign issue and definitely affects the Negro race.

He believed it will be difficult to define "blatant" announcers or "annoying" sound effects, and suggests the same commercial time limits should prevail for day and night.

Language on hitchhikers and cowcatchers is inadequate, Mr. Cross claimed and he found flaws in the double-spotting ban. He mentioned rent-paying announcements and cited a case of a large station which gives credit to a newspaper

CODE CONUNDRUM

Station Faces Dilemma Over Problem of Grocer

PROBLEM in practical station operation under the proposed NAB code is posed by Red Cross, commercial manager of WMAZ Macon, Ga. The problem:

"We just had a call from a neighborhood grocer who is stuck with a bunch of blackeyed peas. If he doesn't move them by tomorrow at noon they won't be worth a nickle. Right now, those blackeyed peas are the biggest thing in that grocer's life.

"Chances are we will have to double-deck an announcement for him to help him get rid of them, but since we feel that his needs are our needs, chances are we will double-deck an announcement, and chances are they'll all be gone by tomorrow night."

ABOUT TO CUT the wedding cake are Mr. and Mrs. Leon Wray. Mr. Wray is account executive of Don Lee Broadcasting System, Hollywood, and Mrs. Wray is the former Mary Elizabeth Oliver. They were married on Oct. 3.

WANTED—Experienced, sales minded station manager for New England station. Excellent opportunity to build station audience and sales. Good position for right man.

Write—giving complete background to Box No. 766, BROADCASTING.

and hotel in one station break, and then adds a commercial spot to commit triple-spotting.

Would Defer Actions

In the belief that the code "is probably the most serious enterprise in which NAB ever engaged," Mr. Yocum argued that it can't be rushed to completion in 60 or 90 days, or even six months. He felt a good start has been made, but no action should be taken before another national meeting of broadcasters.

If the code is so all-inclusive that some broadcasters can't live with it, "they must in all fairness to themselves and to the FCC which granted them a license, withdraw from NAB and conscientiously inform the Commission of their reasons," he claimed.

Mr. Yocum contended the code created an impression that broadcasters must apologize for advertising and draw up restrictions. However, he explained that he does not oppose a code, as such, but differs "violently" with the methods, much of the language and a few of the principles.

"No broadcaster was in a position to intelligently discuss it at Atlantic City," Mr. Yocum said.

'News' in Advertising

Taking the code by sections, he observed that the profanity and political requirements merely reiterate what the Communications Act requires. He felt the ban on "news" in advertising is trivial, seeing nothing wrong with, "Here is news from Jones' bargain basement."

The section on religious programs drew Mr. Yocum's ire. He contended the code language on controversy fails to recognize that "if there are no controversies in religion, we would have one church." The language would keep from the air many programs of merit, he feared.

As to the rule against acceptance of liquor advertising he opposed condemnation of a practice per se, though he would not accept such accounts on his station.

Referring to advertising by professions deeming it unethical, he asked, "Why are we in the advertising business (1) professing that advertising is unethical, (2) setting ourselves up as policemen for other trade associations?" He reminded that the use of advertising does not label a lawyer, doctor or dentist as a quack.

Commercial Time Limit

Crux of the code, said Mr. Yocum, is the time limit on commercials. In his belief, the manner of handling is more important than the time consumed. He felt, like many other independents, that the same standards should prevail before and after 6 p.m.

His main criticism dealt with restrictions on participating programs. He argued first that basic American rights include the right of the businessman to advertise, with opportunity "to use radio profitably, not just use."

Mr. Yocum took the same position as a number of other independents in contending that shoppers programs are effective business getters and give the small merchant a chance to use the medium. Repeated surveys, he said, show that shoppers periods on the stations, some with as much as eight minutes of copy in a 15-minute program, had high ratings. "Operating a regional station in a small town," he wrote, "I must have the revenue of the small merchant, and as I said before, I also must not make radio advertising a medium for only the big merchant doing a large volume of business. Therefore, I think the shoppers program furnishes the answer."

As to station break service announcements, he says it is a question "of not what but how."

Permission to use service announcements at station breaks, without inclusion in the overall time count for each quarter-hour was favored at a meeting of the San Francisco Radio Executives Club. Formal action was not taken, but this was described as the concensus of the meeting. General sentiment was favorable to code.

Philip G. Lasky, general manager of KSFO, explained the code to the club members on invitation of the president, Henry M. Jackson, of J. Walter Thompson Co. Sherman Gregory, radio director of Campbell Soup Co., discussed advertiser reaction.

Wisconsin Outlet Rejects NAB Code

Independents Suffer Under It, WMLO Executive Says

JEROME SILL, vice president of WMLO Milwaukee, renewed his attack on the proposed NAB code as guest speaker at the Oct. 15 luncheon of the Chicago Radio Management. Club. Mr. Sill, whose letter to Charles Caley, vice president of WMBD Peoria, Ill., called for support from network affiliates to fight the code, said his station did not intend to accept "nor live up to" the code in its present form.

Mr. Sill

He charged the code with being a hysterical attempt on the part of NAB to meet public criticism of over-commercialism and said the "real reason behind the code" was that the networks were jealous of the increasing share of audience being built up by independent stations.

"If the networks want a code of their own devising that's all right with me," he said, "but I don't think the independents should be made a whipping boy as a result."

William McGuineas, commercial manager of WGN Chicago, defended the code, but said he was not satisfied with it in its present form. Harold Beck-Jordan of AAAA, also a guest, said he believed a code should be established but that it should represent the view of networks, independents and radio advertising agencies.

Mr. McGuineas also said polls show that approximately 60% of the daytime radio audience does not tune in, and that in the hours of 7:00-10:00 p.m., an average of 45% did not tune in. He said this might be due to over-commercialism and that radio should "seriously investigate" such conditions.

Fast Work

WHEN WAKR-FM took the air for tests on Oct. 10, it was only 24 hours after receipt of its CP. Regular operation began Oct. 12 with temporary radiated power of 4.5 kw and a daily schedule of 2-11 p.m. The station expects to increase power to 20 kw when additional equipment is received. Transmitter is located in the First Central Tower, while the antenna is on the roof of the same building.

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1814 Apco Tower Phone 7-7822
Oklahoma City, Oklahoma

THE MIGHTY LOUIS JORDAN ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-17=BIRMINGHAM=8000 PAID
ADMISSIONS FOR $9602.46 GROSS
Mgt. BERLE ADAMS
Direction — GENERAL ARTISTS CORP.

CONSISTENTLY YOURS

Through the years, WAIR has kept its finger on the pulse of this vigorous market. Our program policy is based on public demand. That's why WAIR holds a maximum of the listeners every hour of every broadcast day. Here's a seller!

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

NOW
WEED & CO.
are
Exclusive
National
Representatives
for
WCBM
"Listening Habit"
in the profitable
Baltimore market
WCBM
John Elmer, *President*
George H. Roeder
General Manager
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

Towers

(*Continued from page 18*)

two segments might be sufficient for the proposed WASH tower but that several might be needed for WHMB's.

Mr. Dillard, however, pointed out that the WASH tower already is being fabricated and estimated that sectionalizing it would cost at least $10,000 and delay WASH's use of full power by six months. He said WASH would agree to sectionalize if CBS would pay for the cost and reimburse the station for revenue losses due to the delay in going to full power.

CBS told FCC that it discovered the re-radiation problem while making a site survey for its own newly-organized WTOP-FM. The re-radiation, it was pointed out, came from the WGAY tower but was "of such a nature as to cause no distortion of the WTOP signal at the prescribed monitoring point . . . and for this reason had not been discovered in the course of the regular signal-strength measurements of WTOP."

Model Tests Made

The network said it then undertook model tests to determine the effects of the proposed towers of WHMB and WASH. (No analysis was made respecting the WHIP tower because complete information was not available, it was explained.)

Reporting on the tests, Mr. Wright said that while WTOP's unattenuated field intensity is limited by license to 37.6 millivolts at one mile, re-radiation from the WASH antenna half a mile from WTOP's would increase this to some field above 41 mv/m, and, respecting the WHMB structure 1.17 miles away, the figure would be increased to 76 mv/m. Even if "fortuitous phasing" should keep the field at the monitoring point within the prescribed limits, he said, re-radiation in the general direction of KSTP's skywave service area might be "objectionable."

Of the measurements of re-radiation from the WGAY structure, which are still in progress, Mr. Wright said "preliminary data indicates that the re-radiated field is more than 20 mv/m at one mile. The measured resultant field is normal toward Minneapolis but it is abnormal in other directions generally toward the skywave service area of KTSP."

The petition said that "the re-radiated characteristics of the WGAY antenna structure appear to be of a permanent nature and it is believed will continue as long as the WGAY antenna structure remains unchanged at its present location."

TEN CAMPUS radio stations of Intercollegiate Broadcasting System are being supplied with daily five-minute news summary prepared especially for them by New York Times. News is furnished free of charge by the Times, which also pays telegraph tolls.

FCC Okays 8 New AM Outlets, Better WKIX, WBEC Facilities

CONSENT was granted by FCC last week for eight new standard stations, five of them to be operated daytime only. Commission also awarded improved facilities to two existing outlets. Of the new grants two presently have other broadcast interests.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., and WKIX Columbia, S. C., was awarded improved facilities for WKIX in addition to a new station at Greensboro, N. C., on 1320 kc with 1 kw fulltime, directional. WKIX was given switch from 250 w on 1490 kc to 1 kw day, 500 w night on 1320 kc.

Robert W. Rounsaville, Tennessee broadcaster (see story page 30 on acquisition of half-interest in WGRV Greenville, Tenn.), was granted a construction permit for Buckhead, Ga., with 1 kw daytime on 790 kc.

WBEC Pittsfield, Mass., was granted modification of license to increase power from 100 w to 250 w. Station operates fulltime on 1490 kc.

The other new station authorizations:

Hammond, La.—Superior Enterprises, 730 kc, 250 w, daytime. Partnership is composed of Henry A. Mentz one-sixth owner, and Joseph A. Simms, five-sixths owner. Both are attorneys.

Cumberland, Md.—The Tower Realty Co., 1490 kc, 100 w, unlimited. Firm has had FM and AM applications pending for Baltimore.

Doylestown, Pa.—Charles M. Meredith, 1570 kc, 250 w, daytime. Grantee is owner of weekly Quakertown Free Press and daily Bangor, Pa., News.

Hampton, Va.—Peninsula Broadcasting Corp., 1050 kc, 250 w, daytime. Principals: Thomas P. Chisman, and Julian Wythe Whiting Chisman, in fuel business, president and secretary, respectively; and James E. Swafford, electrical engineer and employed by National Advisory Council for Aeronautics at Langley Field, vice president. Each holds equal interest.

Bastrop, La.—Morehouse Broadcasting Co., 730 kc, 250 w, daytime. Partnership is composed of Nathan Bolton, owner and publisher of weekly Morehouse Enterprise, and Arthur R. McCleary, with various drug store interests in Louisiana.

Washington, N. C.—Beaufort Broadcasting Co., 1340 kc, 250 w, unlimited. Principals: Wayland J. Sermons, Chamber of Commerce president and owner of Sermons Warehouses, president; W. Frank Wynne, farmer, owner of Seaford Cafe, vice president; W. E. Ellington, secretary-treasurer of Maola Ice Cream Co., secretary-treasurer; L. B. Wynne, owner of Togo's Suit Shop, director, and R. E. King, district manager of Home Security Life Insurance Co., director. Each holds 10%. Five other local people equally share other half-interest.

The grant of new station facilities to Inter-City Advertising at Greensboro was prompted by a petition for reconsideration and grant of that application. The case had been pending in view of certain adjacent channel interference problems which have been said to be resolved.

The Commission's newest member, ex-Rep. Robert F. Jones (R-Ohio), voted for hearing in the Buckhead and WKIX cases. Comrs. Clifford J. Durr and Rosel H. Hyde voted for hearing in the Cumberland authorization.

Mountaintop Antenna Is Used in Relay From New York to Pennsylvania Valley

EXPANSION of television service to communities beyond the horizon and even to homes in valleys cut off from the primary transmitting antenna has been proven practical by tests conducted by WBRE Wilkes-Barre with the cooperation of NBC and RCA Victor. The television signals, picked up by mountaintop antenna from the NBC transmitter 105 miles away in New York, were amplified and carried by an RCA microwave television relay system to six receivers in the WBRE booth at the Wyoming Valley Parade of Progress in the Armory at Kingston near Wilkes-Barre.

The Wilkes-Barre experiment constitutes a pioneer test on the repeater TV station operation recently authorized by the FCC, the first in which microwave equipment has been used to carry TV "over the hump" by retransmitting it from an elevated antenna down to receivers in an area ringed by mountains.

From Louis G. Baltimore, WBRE owner and general manager, came the announcement that the station would be on the air with television by next spring, assuming it is granted a license.

The first test of the newly-authorized repeater type operation was conducted last month by the *Hartford Times*' station WTHT, with NBC and RCA cooperating, when NBC telecasts of the World Series were picked up and amplified at an elevated position near Hartford and relayed by RCA microwave equipment to TV receivers in the auditorium of the *Hartford Times* Radio Center.

TV Cameramen Escape Injury in Freak Mishap

TWO TV CAMERAMEN of WPTZ Philadelphia narrowly escaped death Oct. 12 while training their image orthicon camera on the 100-mile midget auto race national championship at the Langhorne (Pa.) Speedway.

Bill Whitaker and Ben Squires, the cameramen, were on a 15-foot-high platform about 20 feet away from the curve in the track when a wheel from one of the cars flew off and spun straight for them, but they ducked in time to miss injury. The image orthicon camera, however, was demolished beyond repair, but two others at other points in the track were able to televise the show.

NEW SPORTS program ideas for CBS are to be prepared by Judson Bailey (l), who has joined network's sports department. He is shown conferring with his boss, Red Barber, Columbia's sports director (r), and Assistant Sports Chief John Derr. A top-ranking sportswriter formerly with Associated Press, Mr. Bailey also will write scripts and prepare a comprehensive library for CBS.

ELMER H. WENE SELLS WTTM HALF - INTEREST

ELMER H. WENE, president and chief stockholder, has sold a half interest in WTTM Trenton to S. Carl Mark, radio director of Al Paul Lefton Adv. Agency, New York and Philadelphia, subject to FCC approval. Sales price was $165,000.

The contract, announced last week, gives Mr. Mark a two-year option on purchase of the remaining 50% of common stock for $180,000. He is the son-in-law of Albert M. Greenfield, realtor and investment broker who handled the sale of WFIL Philadelphia to the *Inquirer* in 1945 and the more recent *Record*-WCAU Philadelphia transaction.

The WTTM transfer application will be filed with FCC within the next few days. Upon approval, Mr. Mark will become executive vice president. Mr. Wene, a state senator, continues as president. No important staff changes are anticipated. It was understood that Paul Alger, general manager of WTTM and Mr. Wene's WSNJ Bridgeton, N. J., will continue to double between the two stations.

Wisconsin Sales Meet

TWO-DAY MEETING of Wisconsin station sales managers, Oct. 25-26 at Green Bay, is expected to result in formation of a state association. Ben Laird, WDUZ, and Hayden R. Evans, WTAQ, will act as hosts for the sales conference which Mr. Laird and F. M. Cooper, WDUZ sales manager, conceived as result of small attendance by station sales managers at recent NAB convention. Idea behind meeting is to sell the station men on the latest NAB sales methods.

Ferry-Morse Buys Show

FERRY-MORSE Seed Co., Detroit, has bought *Golden Gate*, a garden program heard Saturday mornings, 10-10:25, for 16 weeks on the full CBS network, effective Jan. 17. Agency, McManus, John & Adams Inc., Detroit.

Charleston and Lima Granted Fulltime AM Outlets by FCC

PROPOSED decisions were announced last week by FCC to grant a new standard station at Charleston, S. C., on 1450 kc, 250 w fulltime, to Southern Broadcasting Co., and a new AM outlet at Lima, Ohio, with 1 kw fulltime on 1150 kc to Northwestern Ohio Broadcasting Corp. At the same time the Commission would deny the competitive requests of Fort Sumter Broadcasting Co. at Charleston and WOOP Inc. and Sky Wave Broadcasting Corp. in the Ohio case.

In a separate action FCC adopted a decision and order denying a petition of Gulf Broadcasting Co. Inc., Mobile, Ala., directed against FCC's action of June 28 granting the application of Burton Broadcasting Co. and denying petitioner's application for a new station at Mobile. FCC held to its reasoning that it preferred Burton Broadcasting over its competition because of greater ownership - operation integration. Gulf had been preferred in the proposed decision in this case but after oral argument the Commission had switched its favor to Burton. Facilities involved: 250 w fulltime on 1340 kc.

Milwaukee Denial

FCC also announced proposed decision to deny an application of Metropolitan Broadcasting Co. for a new AM station in Milwaukee on 920 kc with 100 w daytime. The proposed denial stated the application does not meet FCC standards which specify that a Class IV station will not be assigned to a regional frequency where there are other facilities in the city to be served.

The Commission stated in the Ohio case that it preferred Northwestern of Lima over Sky Wave of Columbus in consideration of the greater need for broadcast service in Lima. FCC further stated that Lima was to be preferred in view of the fact that it believes the public interest would better be served by the competition resulting from operation of a second station at Lima than by the addition of a fifth station at Columbus. WOOP Inc. was not considered, the report said, because its application was technically unqualified respecting the directional array proposed.

Sky Wave had sought 1 kw night and 5 kw day, directional, on 1150 kc at Columbus while WOOP Inc. sought the assignment at Dayton.

The ownership of the applicants:

Southern Broadcasting Co.—Principals: C. Norwood Hastie, in nursery and insurance businesses, banker, president and 30.3%; B. M. Middleton, assistant to the president of the Wilder stations: WSYR Syracuse and WTRY Troy, N. Y., and WELI New Haven, Conn., vice president and 18.18%; J. H. Stewart, secretary; and J. Drayton Hastie, son of the president, with investment brokerage firm in New York, treasurer and 18.18%. Remaining interest is held by seven other local businessmen.

Fort Sumter Broadcasting Co.—Principals: Frank H. Bailey, attorney, president and 40%; Joseph P. Riley, real estate and insurance, vice president and 27%; and George B. Weber Jr., with West Virginia Pulp and Paper Co., secretary-treasurer and 20%. Included among three directors, each holding 4%, is Robert L. Easley, 30% owner of WRNO Orangeburg; one-third owner of WLBG Inc., permittee for Laurens and 14.29% owner of WNOK Columbia, S. C.

Northwestern Ohio Broadcasting Corp.—Principals: George E. Hamilton, 40% owner Appliances Credit Corp., president and 45.45%; William L. Rickman, president and general manager of Feldman's, women's store, vice president and 27.27%, and Robert W. Mack, secretary-treasurer of Feldman's secretary-treasurer and 27.27%.

Sky Wave Broadcasting Corp.—Principals: Gustav Hirsch, electrical construction engineer, president and 8%; Gebhard Jaeger, president of Jaeger Machine Co., vice president and 8%; Lloyd C. Wright, secretary-treasurer of Ohio Independent Telephone Assn., secretary and 5%; and William P. Baker, 50% owner of Porter Pub. Co., legal paper publisher, treasurer and 5%. There are 24 other stockholders, most of whom are Columbus area businessmen and none of whom holds more than 8%.

New AAAA Unit Formed In Dayton, Cincinnati

THE SOUTHERN OHIO Chapter, a new chapter of the American Assn. of Advertising Agencies, has been organized for AAAA member agencies in Dayton and Cincinnati.

The following chapter officers have been elected: Chairman, Hugo Wagenseil of Hugo Wagenseil & Assoc.; vice chairman, E. G. Frost of Geyer, Newell & Ganger; secretary-treasurer, Carter Helton of Kircher, Helton & Collett.

W. T. Tieman
Atherton & Currier
420 Lexington Ave.
N.Y.C.

Dear Bill:

Well we just tried out our mail pull again, Man, if there's one thing we got plenty of—it's mail pull. We pulled 4227 cards on jest 6 announcements . . . 7 o'clock in the morning to—they wuz . . . The people wuz asked to write dear ruth as many times as they could on a postal card. Winner wrote it over 3000 times . . . Yes, sure is a lot o' letters fur jest 6 announcements . . . Course, with 5000 watts we cover near all the state of Wes' Virginie . . . and with CBS-580's a popular spot . . .

yrs,
algy.

WCHS
Charleston, W. Va.

Now . . .

5000 WATTS!

WCOA is the dominant voice of Northwest Florida. With its powerful new 5000 Watt transmitter, it blankets a primary and secondary area with a population of over 507,000. Effective buying income for this territory for last year was $273½ million dollars!

WCOA is Northwest Florida's only NBC station. Your share of the ample sales potential in the rich Pensacola market can be obtained quicker by telling your story over the improved facilities of WCOA.

WCOA

National Representatives: JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Bonuses are handy at Christmas. Ask your Commercial Manager about the 15% bonus being paid station time salesmen by The Cardinal Company for the sale of their open-end Xmas packages.

New 250 watt Mutual affiliate located in college town has openings for experienced continuity girl and two announcers with first class tickets. Excellent opportunity to become associated with an organization now in operation. Box 695, BROADCASTING.

Wanted—Sales engineer for complete prominent line broadcast station equipment. Thorough technical knowledge and sales technique of both AM and FM necessary. Position requires car and considerable traveling during week. Guaranteed salary and expenses plus bonus. Total earnings should exceed $7500 net. Position is in south. Box 706, BROADCASTING.

Salesmen (no order-takers), television engineers, announcer-technicians, salesmen that sell! RRR, Employment Service, Box 413, Philadelphia.

Experienced time salesman. Energetic worker. Must have car. New England, 250 watt fulltime independent. Drawing account against 15% commission. Box 710, BROADCASTING.

Wanted. Promotion and sales secretary, man or woman raised within 200 miles of Detroit, to handle publicity, promotion, advertising and sales presentations as well as handling sales correspondence for combined daytime AM and fulltime FM. Send full details, photo and minimum salary requirements in first letter to Box 723, BROADCASTING.

Experienced announcer for 1000 daytimer in North Carolina. Send disc, photo and outline of experience. Box 724, BROADCASTING.

Connecticut's leading independent station needs topflight announcer. He must be experienced—capable of doing ad-lib and disc shows. Tell all first letter. Box 729, BROADCASTING.

New midwest 250 watt daytimer wants general manager who knows programming, but can sell time and enjoys it; must know small station operation. Box 737, BROADCASTING.

Experienced manager needed by successful small town 250 watter. State full details in first letter. Box 739, BROADCASTING.

ARE YOU . . .

looking for a chance to put program ability resulting from several years announcing experience to work . . .?
a stable man seeking a permanent connection with a young, progressive midwestern net affiliate where you'll grow as the station grows . . .?
a good announcer adept at ad-lib and special events broadcasting, who understands production detail work, and can handle that work accurately and well . . .?
a personable man who can meet people and win friends for the station . . .?

IF YOU ARE . . .

Here is your opportunity to graduate from announcer to assistant production director with future growth determined only by your own demonstrated ability.
Write all details of experience and minimum starting salary (enclose photo) to Box 751, BROADCASTING.

REP SALESMEN

New station rep building staff of topflight sales and contact men. We are looking for men who are completely familiar with station operations, have agency contacts and who want to become associate with progressive-minded management. Salary commensurate with ability and experience. Box 743, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Engineer with first class license. Write Chief Engineer, WJEF, Grand Rapids, Michigan.

Good announcer with first class license for NBC 5 kw 19-year-old station with congenial staff. Send disc and picture along with qualifications and salary requirements. KXLF, Butte, Montana.

Combination man with ticket. Forty hours week—$77.50 weekly. CBS affiliate. Send air check. KOLO, P. O. 1129, Reno.

Wanted—Commercial manager, program director and announcer. Excellent working conditions and top salary if you can qualify. This is not a play house, so unless you're good, please don't apply. Phone or write John Greene, Manager, WSTS, Southern Pines, North Carolina.

First class engineer wanted at once, or combination, engineer-announcer. Give all in first letter. WMJM, Cordele, Georgia.

Experienced control operator for Intermountain NBC Network station. Must be fast on platter work and have good knowledge of microphone placement. Salary $60.00 per week to start. Send full data of training and experience, including a snapshot to Box 719, BROADCASTING.

Experienced producer, preferably with musical training. Box 754, BROADCASTING.

Salesman—Real opportunity in excellent Maryland area for person with experience in radio or newspaper advertising. Minimum of two years in either media required. Preferred qualifications: vet, single, between ages 28-35. Terms: $50.00 a week drawing account, 15% commission. Box 755, BROADCASTING.

Engineer-announcers, first class license! Good opportunity for three combination men on station opening early November. Send disc, experience, photo, salary requirements. WHLF, South Boston, Virginia.

Wanted—Operator, first class ticket. No experience necessary. WMVA, Martinsville, Virginia.

To a girl with reasonable experience in radio we have an attractive deal to offer. Mainly continuity and traffic, but if desired, a chance to sell and service accounts. Fulltime ABC with high production standards. Salary open. Write Charles E. Seebeck, WTON, Staunton, Virginia.

Wanted—Experienced engineers with first class license. $50 first three months only. Starting in November. Write Chief Engineer, WLIZ, P.O. Box 224, Bridgeport, Connecticut.

Personable young woman with good voice for women's and music shows. Preference given to good commercial writers. Salary commensurate with ability. Send photo, disc, background, etc. Opening after December 1. Progressive local station in southeast. Box 765, BROADCASTING.

Engineer—First class license and send full data on experience, references, financial requirements, WKWF Key West, Florida.

Help Wanted (Cont'd)

Combination salesman-announcer, to be manager of remote studios in city of 15,000 in midwest. Splendid opportunity. Box 745, BROADCASTING.

Wanted—Salesman, excellent opportunity. First letter to include complete background. Connecticut network station. Write Box 1429, Waterbury, Conn.

Announcer—Experienced GI. Send disc. WAND, Canton, Ohio. Also engineers, continuity writers.

Combination man—New Florida Mutual affiliate wants first class operator with announcing ability. Wire salary desired, send disc. WROD, Box 3777, Daytona Beach, Florida.

Wanted — Experienced, versatile announcer. 5 kw southern CBS affiliate. Starting salary between $65.00 and $70.00. Write or wire complete background immediately. Confidential. Box 771, BROADCASTING.

Sales promotion man for large New England station. Radio sales promotion experience required. Write details, including expected salary. Box 767, BROADCASTING.

NBC station in thriving southern market has opening for commercial manager. Give complete experience. Box 769, BROADCASTING.

Situations Wanted

Announcer-veteran. Well-trained, Army experience. Single, willing to travel. Disc, details on request. Benton Minnich, 1456 East 56th St., Chicago, Illinois.

Announcer—Single, 24, veteran, no experience. Trained in leading radio college. Desires position small station. Salary open. John Somers, R2, Elgin, Illinois. Phone Elgin 9830Y-3.

Two announcers. Vets. Single. 26. Inexperienced, but thoroughly trained. Go together if possible. Disc, photo available. Larry Bosi, 3101 W. 5th Ave., Chicago 12, Illinois.

Announcer. Vet, single, experienced. Radio college background. Ambitious, reliable. Location unimportant. Photo, disc on request. Write William Fiore, 814 S. Winchester, Chicago.

Announcer. Desires permanent position. Inexperienced, but capable. Trained in all phases of broadcasting. William Bennett, 4541 N. Sheridan Rd., Chicago, Illinois.

Experienced station manager available within next two months. Seven years managerial experience. Over five years general manager southern California small market station. Currently general manager AM and FM newspaper-owned station. Experienced in newspaper radio station cooperation due to association with two such owned stations. Managed station that won Variety Showmanship Award three years ago. 39 years old. Married. College. Seeking real opportunity to become working partner or share in profits. Prefer western states. Box 580, BROADCASTING.

Radio executive. 17 years agency, station, network and government experience. Now radio business manager top New York advertising agency. Desires leave New York seeking manager spot in station or other appropriate connection. Well known in industry. Top references. Box 651, BROADCASTING.

Program director, writer, producer. Thoroughly experienced radio man. Announcer, newscaster. Excellent references. Wants position with station or agency that wants top man. Box 700, BROADCASTING.

Situations Wanted (Cont'd)

Program-production manager desires position with progressive organization! Excellent qualifications. Thorough knowledge all phases broadcasting, advertising. Station, agency, free-lance experience; local, network programs. Talented writer, producer, newscaster, announcer, emcee; topflight sports, special events personality. College graduate; wide cultural background. Executive ability, initiative, showmanship, know-how; sober, ambitions, adaptable, dependable. 34, married, no children. Box 675, BROADCASTING.

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Mr. Station Owner, have you had enough? Stop losing—let me get your station in the black. Experienced in all phases of broadcasting and with proven success as manager, I can make your station zoom. Married, sober, looking for permanent—I repeat—permanent location. All details on your request. Interviews possible. Box 684, BROADCASTING.

Station manager or assistant. Experienced all phases radio including opening new station. Interested in locating in market either large or small offering opportunities for present and future. Want to work with an organization interested in operating a good radio station and making money at same time. Am not looking for just a job. I have a job. Box 697, BROADCASTING.

Topflight home economics director available soon. Has written, produced, and broadcast original show for 1 year television and 2 year radio. Excellent radio voice. Currently home economics director for midwest 5 kw station. Experienced in selling, cooking school lecturing and electrical appliances. 30 years old. Single. B.S. Degree. Sells with exceptional results. Prefers 50 kw Chicago market. Excellent references. Box 720, BROADCASTING.

Woman writer-announcer. Experienced, versatile. Operate console, experienced with classical and pop music record shows, news, woman's programs, ad-lib. Will send details. Box 721, BROADCASTING.

Rapid-fire announcer. Sounds somewhat like Fidler, although trying to break from it. Have done play-by-play work, and rapid fire news shows. Am enthusiastic and desire to be with an enthusiastic station. Box 722, BROADCASTING.

How is your newsroom? Capable newspaperman, former city editor with radio experience, desires fulltime connection. Promotion and publicity experience. Box 726, BROADCASTING.

Just granted a CP? Let me build, staff and put your station on the air. I'll make it tops with listeners and advertisers in your city and get it making money fast. My experience includes station manager, sales, program and engineering over past fifteen years. Married, still young and an aggressive, hustling worker. Will consider FM station. Write for details. Box 685, BROADCASTING.

Chief engineer, 25 years experience. Can handle any installation. Know how to get things done. Don't drink or smoke. Have car, wife, child. Will go anywhere, prefer west. Box 728, BROADCASTING.

Top announcer for top station. Any metropolitan area suitable as long as you can offer permanency, good radio and $65.00 minimum to start. I'm serious! Are you? Box 730, BROADCASTING.

WOMAN BROADCASTER

Excellent opportunity for experienced woman. Long established 5 kw net affiliate, East Coast, in market for experienced, personable commentator, well versed in public relations. Must be creative; able to handle daily program. An excellent, permanent position. Send disc, photo and full particulars.

Box 768, BROADCASTING

WANTED
Station Manager & Chief Engineer

We are beginning construction of our 1 kw day and night station and need the services of these two capable and experienced executives. All replies will be treated as confidential. Write, wire or call

Roy W. Ammel, President
Elyria-Lorain Broadcasting Co.
330 Second St., Elyria, Ohio
Phone — 2000

WANTED

Experienced operators to construct and operate AM, FM and TV stations in Houston, Texas. AM 5 kw, 610 kcs.
KLEE, Milby Hotel

Situations Wanted (Cont'd)

Radio director and writer—Experienced radio drama producer. Excellent background in radio and theatre. University graduate. Family man. Now employed. Desire production work in station or agency. Box 732, BROADCASTING.

Station manager available in six weeks. Experienced with good record all phases broadcasting. Family man with car, hard worker. Will arrange interview. Box 686, BROADCASTING.

Calling Florida—Top announcer, 3 years experience network affiliates wants to locate permanently for family reasons. Excellent voice, proven ability. Experienced all type shows, console operation. 25, college grad., now employed. No drifter, willing to sign contract if situation is right. Highest personal and professional references from present and previous employers. Will welcome reference check. Dependable and cooperative. Can arrange trip for interview. Write or wire Box 734, BROADCASTING.

Station manager—Available for small station. Eight years experience, selling, programing, etc. Best references. Want permanent location where owners are content to set policy, take profits; leave management alone. Presently employed as station manager. Salary and commission or profit sharing basis. Family. Prefer midsouth. Box 735, BROADCASTING.

Announcer—Vet graduate leading Chicago broadcasting school. Short on experience, long on ability and ambition. Best references. Travel anywhere. Box 736, BROADCASTING.

Salesman—Experienced in 250 and 5 kw looking for permanent position with station in good market. Young, ambitious, married. Personal interviews might be arranged. Box 738, BROADCASTING.

Experienced announcer desires position with future. Knows programming, can write. Presently employed. Available two weeks. Pacific northwest preferred. $65.00 minimum. Write Box 740, BROADCASTING.

Announcer. Grad leading Radio City school. Young, ambitious, pleasing personality and voice, good delivery and diction. Trained and qualified all types programs. Vet, will travel. Disc, photo. Box 741, BROADCASTING.

Announcer. Grad leading NY announcing school. No commercial experience. Vet, 22, alert, ambitious. Will travel. Box 742, BROADCASTING.

Transmitter engineer, single veteran, 3½ years experience. Box 746, BROADCASTING.

Transmitter and control engineer. 1st phone. Single, vet, 6 months experience. Box 747, BROADCASTING.

General manager. A real success story goes with this thoroughly experienced leader. Excellent reason for leaving present position. Family. Permanent. Experience in all phases. Personal interview essential. Box 749, BROADCASTING.

First class transmitter engineer. Desires position with established or growing station. 1 kw or better. 5 years experience. Midwest preferred. Box 750, BROADCASTING.

Chief engineers position and to buy part interest in southern station in town not under 10,000. Technical and business management graduate. Experience 17 years, operating, supervisory, installation. References exchanged. Box 752, BROADCASTING.

Announcer wants to tell your story and so sell your story. Personable, single, vet, experienced, does straight-forward intelligent job on news and sports. Two years editorial experience. Prefer spot that affords some chance of production and writing. Disc, photo, profile available. Address Frank Foch, 6119 Patterson, Chicago 34, Illinois.

Announcer—Young, married, trained all phases. Can handle board, continuity, special events. Prefer midwest, but will travel. Disc, photo available. Tony Mancin, 914 S. Ashland, Chicago 7, Illinois.

Young lady continuity writer and announcer desires position in west. University and radio school graduate. One year experience in AM and FM. Disc and sample copy available. Claire Wesley, 6639 S. Kimbark, Chicago, Illinois.

WANTED TO BUY—Any quantity RCA Mi-4856 pickup heads. Address all offers to Box 707, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-newscaster, disc jockey, specialty sportscasting. Jim S. Calir, 1044 E. Santa Anita, Burbank, Calif.

Broadcast station technician. RCA Institute grad, 1st phone, 2nd telegraph. Class B amateur licenses. James Strong. 23-36 9th Walk, Northern Blvd. Houses, Jackson Heights, L. I., N. Y.

Time Salesmen! Want to close that department store deal? The Cinnamon Bear Xmas program will clinch it for you! 26 fifteen minute transcriptions. Auditions available. Hollywood Recorded Features, 75 E. Wacker Drive, Chicago.

Announcer. Experienced, versatile voice. Trained all phases of radio. Reliable, 27, married. Disc, photo on request. Wire or write, Michael Velgot, 77 Willow Street, Brooklyn, New York.

Announcer - experienced. Commercial, ad-lib, disc jockey, audience participation. No dead air on or off mike. Western states preferred. Disc, foto on request. L. Dickson, 8800 Wilshire Blvd., Los Angeles, Calif.

Announcer. Single, 29. Trained at two leading Chicago radio schools. Will go anywhere. Salary secondary. Disc available. John Graham, 221 S. Ashland Blvd., Chicago, Illinois.

Man who has read "The Hucksters" and still likes radio available. Old fashioned; wants to work for salary. Solid commercial announcer, write copy, edit news, knows sports. Salary no object if can make own future. College grad, single. Go anywhere. Go getter. Harry Luke, 382 Bunnell St., Bridgeport, Conn.

Vet, 32. Announcer. Married. Reliable, sober, ambitious. Graduate School of Radio Technique. Nine months experience civilian station overseas. Operate board, turntables. Good voice. Reasonable salary asked. Disc available. Who'll give me the break I need? Dick Bennett, 4025 N. Pulaski Rd., Chicago, Illinois.

Announcer, 36. Married. Four years experience. Sober, reliable, industrious and agreeable. Seeks continuity job with later opportunity in sales and management. Presently employed as chief announcer large midwest station in city of 200,000. Minimum starting $60. Box 757, BROADCASTING.

First prize winner Billboard FM promotion contest, graduate engineer with eight years experience in FM management and engineering, available to build and manage your FM station Box 758, BROADCASTING.

Publicity-public relations. Competent girl. Experienced. College graduate. Knows all phases of station operations. Box 759, BROADCASTING.

Commercial manager, manager or account executive position desired by young man, 32. Have had seven years experience with two 5 kw stations in metropolitan area. Rated top salesman for 5 years in previous station. Prefer middlewest, or west coast. Reason for desiring change fully explained. References from agencies, business men, and former station manager upon request. Interested in large or small station operation. Box 760, BROADCASTING.

Experienced disc jockey — announcer with first class ticket now employed west coast 5 kw regional wants to perfect his disc spinning style. Would like position 250 watter up on west coast where there's plenty of record spinning. Have record of success, excellent references and loads of ambition. Box 762, BROADCASTING.

Announcer, vet. Married, experienced. Not a floater, can operate board; good voice personality. Dependable. Box 761, BROADCASTING.

Announcer—Veteran, 23, single. Chicago's best radio school. Knows sports, announces news features, record programs. Disc available. Box 764, BROADCASTING.

Experienced announcer - writer now writing Montgomery-Ward continuity for stations across country. Would like to get in front of mike again. Can handle all kinds announcing. Box 763, BROADCASTING.

CHIEF ENGINEER

Available Nov. 1 or on completion present construction 5 kw four element directional. Twenty years experience includes construction four 250 watters, three 5 kw, two, three and four element directions, one 10 kw FM. Operating includes 50 kw. Go anywhere. Prefer AM planning FM or group. W. W. Robertson, 1311 Ninth St., Wichita Falls, Texas.

Situations Wanted (Cont'd)

Announcer—Vet, 23, single. Limited experience. Prefer midwest. Stewart McDonnell, 4547 Ellis Avenue, Chicago 15, Ill.

Station manager available. Harry Mitchell, WDSR, Lake City, Florida.

Capable announcer—Experienced, well educated, broad musical background, single. Immediately available. Box 772, BROADCASTING.

Manager with first class ticket, nine years experience desires any position in western station which offers interest for small investment and hard work. Box 773, BROADCASTING.

Advertising or personnel manager soon available. Network experience, former small agency chief, executive calibre, energetic, public relation. Box 733, BROADCASTING.

Announcer—Navy and radio veteran of 5 years general radio background. Narration, acting, newscasting, remotes, and copy. Considers youth an asset. 1 year college. Desires expansion to larger station operation. Capable of handling anything. Reliable, ambitious, and has initiative. New England preferred, but will go anywhere. All usual prerequisites available. Box 731, BROADCASTING.

For Sale

Owner of thousand watt daytime station in large southern city wishes to secure additional funds to devote to his primary line of business and will sell for $75,000 cash or less than four times present earnings. Good equipment, long leases, well staffed. Financial references should accompany inquiry. Box 687, BROADCASTING.

Regional midwest. Newspaper owned. Sell 45% to qualified operator. Box 708, BROADCASTING.

Wired music business for sale—principals desire devote time other businesses. This is one of two now operating in midwest on million population, metropolitan area. 12 to 15 thousand will handle, 6 thousand cash. Box 748, BROADCASTING.

2 new 8-D Presto recording turntables with automatic equalizers. Immediate shipment. United Broadcasting Co., 64 E. Lake St., Chicago, Ill.

Immediate delivery, one new type 230, 350 foot Wincharger tower complete with insulator and lights $5800.00 F.O.B. Sioux City, Iowa. Will support FM array. Frank Carman, Radio Station KUTA, Salt Lake City, Utah.

Complete recording equipment—Two Presto 6-N tables in 4-A floor cabinets; Presto 160-B equalizer, microscope; two Presto 40-B preamplifiers; Presto 130-A mixer; Bogen AM tuner; Presto 85-B recording amplifier, all relay rack mounted; two RCA Jr. velocity microphones; one floor stand; one Atlas boom stand; Jensen high-fidelity 8 inch speaker in bass reflex enclosure; monitor speaker in wall cabinet; all associated equipment. Like new, total use approximately 100 hours. Also, Brush BK-401 tape recorder. Available immediately. Gridhall Recording Studios, Inc., Box 2867, Orlando, Florida.

For sale—One General Electric wire recorder with inverters, 6 volts DC, 110 volts AC. Like new. $350.00. Loyd Sigmon, KMPC, 5939 Sunset Blvd., Los Angeles 28.

For sale—New bare copper wire approx. 12,000 feet, No. 8. Make offer. J. Stockberger, Canton, Illinois.

Western Electric 5 kw transmitter in excellent condition. Now operating. Available about December 15, 1947. Complete description on request. WIS, Columbia, S. C.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

For sale—Used AM Wincharger tower, 176 feet, in use only 6 years. Excellent condition. $2,000 FOB Kokomo, contact Joseph W. Jordan, Gen. Mgr., WKMO, Kokomo, Indiana.

Sports Announcer & Specialist

Past two years with 50 kw New York City station. Six previous years sports editor with 2 major network affiliates. Desire change to sports-minded station. Outstanding record in sports programming, commentary and play-by-play. Also proven ability in special events, editing and rewriting own newscasts. Base salary $100.00. Box 744, BROADCASTING.

For Sale (Cont'd)

For sale—Transformers (2) 50 KVA, Pittsburgh, type ODSC, single phase, IMPD, 3.6%, primary 4600 volts, secondary 115/230 volts. Transformer (1) 75 KVA, Pittsburgh type ODSC, single phase, 60 cycle, IMPD, 4.3%, primary 4600 volts, secondary 115/230 volts. Write WHOO, Orlando, Florida.

For sale—5-inch Dumont scope, Model 208-B, $200. WELM, Elmira, New York.

Two Presto 10-A turntables and one 10-A chassis without pickups, $150 each. One RCA frequency monitor crystal, 1499 kc. Write WBTA, Batavia, N. Y.

WiRecorder Corporation battery operated wire recorder. Like new, only $350.00. KTFS, Texarkana, Texas.

General Electric model 51 wire recorder. Excellent condition. One G. R. type 733-A and one type 732-A oscillator and distortion noise meter for 400 cycles only. Best offer takes. Box 756, BROADCASTING.

One WE 23-C console $600. One consolette, meets FM specifications, $475. One Robinson transcription turntable with WE 9-A complete, $350. One Presto 28-N recorder, $2350. U. S. Recording Co., 1121 Vermont Ave., N. W., Washington 5, D. C.

Wanted to Buy

Closed corporation desires control or outright purchase of outstanding station, network preferred. Box 593, BROADCASTING.

Radio station. Group New York radio executives interested buying outright or controlling interest with active management in going profitable 250 watter. Box 650, BROADCASTING.

Half-interest in radio station wanted by man with limited capital and unlimited experience. Prefer station in medium sized town, now losing money. Purchase predicated on small cost and absolute right to manage and bring out of red. Replies confidential. Write Box 725, BROADCASTING.

Wanted—Kilowatt AM transmitter, frequency monitor, modulation monitor, turntables and console. Write Box 727, BROADCASTING.

10 kw AM transmitter; write to Box 753, BROADCASTING.

Wanted immediately—3 Lapp or Locke base insulators to support a Truscon type D tower. Write or wire WNDB Daytona Beach, Florida.

Miscellaneous

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Management made easy! 15 years successful experience available on consultation basis. Reasonable rates. Write in confidence. Box 690, BROADCASTING.

60 exceptional actor's auditions—men, women, children, character, dialects, $1. Personality-styled announcer's audition material, $1. Both, $1.75. National Script Service, 927 David Stott Bldg., Detroit.

Parties interested in investing and working in proposed western station write Box 774, BROADCASTING.

APPRAISALS

After November 1st the Blackburn-Hamilton Company will be in a position to schedule a limited number of appraisals with a completion date before January 1, 1948.

Our confidential appraisal service consists of a thorough in-the-field survey, including an analysis of operating records, physical assets, market status, competitive position and future possibilities. This detailed appraisal will prove valuable for tax purposes.

As a conclusion to our study we will set a firm valuation on your property and an estimate of future valuation based on possible facility development, market growth, sales methods, etc.

Write for details and costs

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C. — James W. Blackburn, 1011 New Hampshire Ave., National 7405

SAN FRANCISCO — Ray V. Hamilton, 235 Montgomery St., Exbrook 2-5672

THE MIGHTY LOUIS JORDAN ROLLS ON!
AND HIS TYMPANY FIVE, THAT IS.
FLASH
9-19=CHATTANOOGA=4500 PAID
$5543.54 FOR LOUIS JORDAN DANCE
Mgt. BERLE ADAMS
Direction — GENERAL ARTISTS CORP.

DIRECTOR OF SALES
THE FIRST WORD ON MARKETS
...THE LAST WORD ON MEDIA
Sales MANAGEMENT
REACHING THE
TOP MANAGEMENT
OF MARKETING
386 Fourth Avenue, New York 16, N. Y.
Chicago, Ill. • Santa Barbara, Calif.

RADIO'S THRILLING HALF-HOUR TRANSCRIBED DETECTIVE SHOW!
"BOSTON BLACKIE"
Radio's greatest point-per-dollar buy!
14.0
IN PORTLAND, ME
(Hooper—Oct.-Feb., 1946-7)
Consistently Beats All Competition on Stations From Coast-to-Coast!
WRITE
FREDERIC W ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
Hollywood
New York • Chicago

Expect New Plea for 'Voice' Funds

Troubled World Picture Increases Pressure For Larger Sum

By JOE SITRICK

WITH the international situation still troubled and the Russians increasing their propaganda campaign, it was considered almost certain last week that the State Dept. would request additional funds for the "Voice of America" before the end of the current fiscal year.

Secretary of State George C. Marshall had virtually pleaded for $32,000,000 from the last session of Congress, to carry on the program but economy-minded legislators had slashed the appropriation to $12,400,000. It is believed that the State Dept. will ask for at least the full original amount, and some legislators, like Rep. Karl E. Mundt (R-S. D.), will plump for an even greater amount. In addition, Secretary Marshall will reportedly ask about $2,000,000 more to carry on from March 1 to January 30.

Mr. Mundt, Congressional champion of a stepped-up American information program, returned last week from a tour of 24 countries on which he served as chairman of a special House foreign affairs committee. Stating that the Russian campaign for Western Europe had been "stopped cold" recently, he added ominously, "Russian propaganda is vicious, well financed, and skillfully promoted by an active and extensive staff." Although the climate is still friendly for Americans, he said, Russian propaganda is effective and the "whole thing could go sour" if we don't increase our program and tell our side of the story.

Predicting that his bill providing the State Dept.'s foreign information services with $35,000,000 a year would pass at the next session of Congress, Rep. Mundt said, "When one side is using popguns and arrows while the other side has the most modern artillery the outcome is foreseeable."

Rep. Mundt is one of 125 members of Congress who went abroad during the recess to study conditions. In addition, a committee of editors and educators has been abroad observing the various propaganda campaigns and their effect. Mr. Mundt is a member of the special Senate-House group which has made an extensive study of the matter, but to add to those findings, the Congressman asked each of the legislators who went abroad to fill out a questionnaire which would describe his reactions to Russian propaganda and American activities and their comparative effect on the people.

With first-hand observations of its own members providing a clearer, over-all picture, Congress may show less opposition to the information program and be more prone to vote additional funds, it is felt.

'A Little Squeak'

Possibly indicative of the Congressional mood was the statement of Rep. E. E. Cox (D-Ga.), who reportedly said on his return from Europe, "The so-called 'Voice of America' is a little squeak in comparison with the Russian effort . . . and we've got to do something to get our story over to them." He suggested that a good newspaper or publicity man be named to the post vacated recently by William Benton and that the program be aimed at "the man in the street."

From Ralph McGill, editor of the *Atlanta Constitution* and chairman of the committee for U. S. information abroad, came the announcement that his group of editors and educators would "make the strongest possible plea" for Congress to increase the amount of American news on the "Voice of America." Speaking of the last Congress, he said it "reduced our feeble voice to a mere whisper through appropriation cuts, so that we find ourselves today virtually unable to talk back or in any way effectively to challenge the lies Russia is using against us around the world."

In Chicago last week, still another plea was made by Secretary of Commerce W. Averell Harriman, who told the Inland Daily Press Assn., "It is absolutely essential that our present understaffed and under-financed overseas information program be strengthened and developed." "Radio broadcasting," he declared, "is an effective method in all countries as a direct means of getting information to people, and is the only available means for crossing borders otherwise barricaded against the truth."

Clear Channel

(*Continued from page 15*)

CCBS received another "surprise" in FCC's ruling that FM service is not in issue in the case [BROADCASTING, Oct. 13]. The clear-channel organization, he said, was told "more than a year ago" by FCC Chairman Charles R. Denny that "FM is in" and on the strength of that statement had spent "untold sums of money and time" on FM evidence.

He said he assumed that the FM data previously presented by CBS also is "out" under the new ruling.

Comr. Hyde declared that FM information will not be considered. In answer to Mr. Caldwell's plea that it would be "clearly unjust" not to allow CCBS a connected final presentation to "defend" itself, he assured him that all participants will have "ample opportunity for rebuttal."

Another stiff battle is expected to develop when the regional group, ABC, and KSL undertake to introduce evidence based on BMB surveys. CCBS spokesmen served notice that they would fight "strenuously" against acceptance of such data, contending that, as legal evidence of a station's coverage, the use of information based on mail is "10 years behind the time."

GEN. VAN DEUSEN NEW RCA INSTITUTES HEAD

ELECTION of Maj. Gen. George L. Van Deusen as president and a director of RCA Institutes Inc. was announced last week by David Sarnoff, president and board chairman of RCA, after a meeting of the RCA Institutes board of directors.

Gen. Van Deusen succeeds Maj. Gen. Harry C. Ingles, who served as head of the Institute until his recent election as president of RCA Communications, Inc. In command of the Eastern Signal Corps training center during the second World War, Gen. Van Deusen retired from the Army in 1946 with the permanent grade of colonel, after having served in all commissioned grades up to major general. He was chief of the engineering and technical service in the office of the chief signal officer when he retired. He is a West Point graduate, class of 1909.

NEW AGENCY, Wiley, Frazee & Davenport Inc., was formed in New York last week. Officers are Walter W. Wiley (center), formerly head of his own agency, chairman of the board and treasurer; Harold D. Frazee, (l), formerly vice president and director of Abbott Kimball Co., president; Guiles Davenport (r), formerly associated with Abbott Kimball, executive vice president. Dorothy Wiley is secretary. Agency will maintain headquarters temporarily at 8 W. 40th St., New York.

Broadcaster

(Continued from page 15)

small stations director, and he was instrumental in the organization of FM Broadcasters Inc., predecessor of FM Assn.

Mr. Coy has packed into his 44 years a rich experience in journalism, politics and Federal service. A native of Indiana, he worked as a reporter, weekly paper publisher, and on several state commisisons under Indiana Gov. Paul V. McNutt before going to the Philippines with Gov. McNutt in 1937-39 as assistant to the High Commissioner. He served as assistant administrator of the Federal Security Agency in Washington under Gov. McNutt in 1939-41; as special assistant to President Roosevelt from 1941-43, as assistant director of the Bureau of the Budget from 1942-44, resigning to join Mr. Meyer at the *Post*.

Acceptance of a $10,000 gross salary as a member of the FCC (or as chairman) would be a great sacrifice for either Mr. Reinsch or Mr. Coy. Mr. Denny gave as the reason for his resignation his inability to make ends meet. Because of the relations both broadcasters have had with Mr. Truman and the esteem in which they hold him, it is generally thought either would accept the call to the FCC if the President asked it.

Mr. Denny will receive $35,000 annually at NBC.

Appointment Procedure

The appointment to the FCC need not necessarily be for the chairmanship, though that appears to be the President's intention. The Denny vacancy is for the seven-year term which expires June 30, 1951. The President, under the law, nominates simply for the vacancy on the Commission, subject to Senate confirmation. Then he names the chairman from among the seven members. Because Congress now is in recess, the appointment would be on a recess basis until Congress convenes, whether that be in regular session in January, or in special session before then.

The President is reported as being in no great hurry because he wants the best man available. It also is expected that he will be disposed to await the return to Washington of Sen. J. Howard McGrath, newly appointed chairman of the Democratic National Committee. Sen. McGrath flew to Europe on Oct. 9 but is expected to return in time for his formal induction into the Committee chairmanship on Oct. 29.

Postmaster General Robert Hannegan, former chairman of the Democratic Committee, is understood to have endorsed Gen. Taylor. The former FCC general counsel also is believed to have the support of Mr. Denny, and former FCC Chairmen Paul A. Porter and James Lawrence Fly.

Several other names have been bandied about for the FCC post—among them former Sen. Robert M. LaFollette, Wisconsin progressive, Rep. Clarence F. Lea (D-Calif.), who retires at the end of the current session, and Marion Martin, Republican Labor Commissioner of Maine, who was an active candidate for the vacancy filled by Commodore E. M. Webster earlier this year. It is doubted, however, whether the President would consider a Republican appointment, with the FCC currently made up of two Democrats, two Republicans and two independents.

Mr. LaFollette owns minority interests in WEMP Milwaukee and KJBS San Francisco. His associates thought he would not be disposed to relinquish these interests to accept an FCC post. Rep. Lea, author of the anti-Petrillo bill and regarded as a staunch friend of radio, indicated his desire to retire from public life and to return to his Santa Rosa home upon completion of his present term. He is in his 73d year.

Stoner Prospect

Also mentioned as a prospective appointee following the formal Denny resignation was Brig. Gen. Frank E. Stoner, UN communications coordinator and Washington director of the Army communications service. Presence on the FCC of two military men—E. K. Jett, retired Navy lieutenant, and Commodore Webster, former Coast Guard communications chief, were believed to weigh against him.

Mr. Denny plans to leave Washington Oct. 24. He has been presiding at daily Commission meetings since announcement of his resignation but has absented himself on all matters possibly affecting NBC. He will vacation in Havana preparatory to assumption of his NBC post about Nov. 15.

Mr. Denny met with his new NBC associates on Sunday, Oct. 12—just four days after his resignation—at the NBC management meeting at Greensboro, N. C. Called by President Niles Trammell the preceding day, Mr. Denny attended the closing session and was introduced to the some 40 officers, department heads and executives.

Mr. Denny paid two calls at the White House prior to the formal announcement of his resignation on Oct. 9. On Oct. 8, he entered through the "back door" and discussed his resignation plan with Matthew Connelly, appointment secretary. The following day he had a conference with the President, after which both Mr. Denny's letter of resignation and the President's letter of acceptance were made public.

Ziv Announces Sales

FREDERIC W. ZIV Co., Cincinnati, last week announced sale of a total of 18 packaged programs to two stations in the Philippines and one in the U. S. WKCT Bowling Green, Ky., has bought seven Ziv shows, the packaging firm said. The Philippine Broadcasting Co. operating KZPI has signed for six, and the Manila Broadcasting Co., KZRJ, has bought five.

ARI Pre-Testing Methods Explained; Different From Hooper, Neilsen Polls

TWO METHODS which Audience Research Inc. plans to use in its six-point program of providing qualitative analyses of radio material were described by Samuel Northcross, ARI vice president, at the Radio Executives Club of New York luncheon meeting last Thursday; the method for pretesting program ideas and that of calculating an entertainer's "entertainment quotient." (Description of the six-point technique was carried in BROADCASTING Sept. 29.)

Mr. Northcross

A brief statement by ARI president, George H. Gallup, stressed the qualitative nature of ARI's offering and that it does not compete with the services of C. E. Hooper Inc., to which ARI subscribes, or A. C. Nielsen Co.

The pretesting technique, Mr. Northcross explained, comprises five steps. First is a test on a basic idea. If that goes over well an audition record is cut and audience-tested with the Hopkins Televote Machine, which charts the minute-to-minute reaction of the audience. Changes indicated by this test are made, a new record is cut and a second check taken. This is followed by a title test, to see which name has the most attraction for the listening public. Finally, the program is tested on the air against normal competition in two test radio towns.

The enthusiasm quotient (E.Q.) of any artist can be measured by two factors; the familiarity of listeners with him and their enthusiasm for him, Mr. Northcross said. Most entertainers will follow a regular curve—the more familiarity, the more enthusiasm—but when one rates a lot of enthusiasm before he has become generally known he is probably a coming star, Mr. Northcross said. Contraiwise, when high familiarity is coupled with low enthusiasm, the entertainer is probably a has-been. This technique, he added, permits a market group breakdown of E.Q. so that the right entertainer may be used to advertise the right product.

Claude Barrere, talent representative, was elected secretary of REC, replacing Louise Spaulding, resigned. William S. Hedges, NBC vice president and REC president, reported that Max Balcalm, RMA president, would address the club's next meeting, Oct. 28, at its Radio Week celebration.

STORM ASSISTANCE CONTINUES

Florida Stations Show Radio Ever Alert in Public Emergencies

NEWEST storm to hit Florida has brought further demonstration of radio's ever-alert watch over the public safety and interest.

WIOD Miami remained on the air for 42 hours continuously during the alert of Oct. 10-11 with only one 30-second break when lightning struck the transmitter in an island in Biscayne Bay and exploded the meters. Station switched to an emergency generator in the interval. During the emergency WIOD aired 37 weather bulletins and 100 special announcements. Hundreds of phone calls to the station also were serviced.

Although still under construction for authorized fulltime operation, WINZ Miami Beach stayed on the air from 6 p.m. Oct. 11 to dawn of Oct. 12 to broadcast service messages and eye-witness accounts of events. The extended operation had been requested by American Red Cross, which later supplied interviews with key rescue personnel. Police and other agencies channeled communications through WINZ.

At one time during the storm an announcer attempted to give a five-minute newscast but he was interrupted so frequently he did not complete his report until an hour and a half later. To extend the storm coverage WINZ and WSWN Belle Glade, Fla., cleared emergency information between their two points.

Upon learning of the new danger, WBSR Pensacola immediately announced that it would stay on the air until the emergency was over. Service announcements took precedent over all other programs in an effort to keep up with changes in refugee and shelter locations. Through the assistance of an amateur in Warrington, Fla., Lou Delson (W4JV), the station was able to get messages about relatives in the storm area to anxious families.

WQAM Miami last Tuesday presented a quarter-hour plea for housing facilities to aid the refugees.

Leon Livingston

LEON LIVINGSTON, who headed the advertising agency under that name in San Francisco and New York City, died Oct. 14 at a San Francisco hospital of a heart attack. He formed own agency in 1920 following resignation as advertising director for H. Liebes & Co., retail clothing firm, San Francisco.

"THE GRAND OLE OPRY," heard for years every Saturday night over WSM Nashville, and NBC, Oct. 31 makes its first out-of-town appearance at a special concert at Constitution Hall in Washington, D.C.

Conference Irons Out Dispute On Airing of Weather Reports

ATTEMPTS by local Weather Bureau officials to dictate to radio stations on use of weather reports will be dropped, judging from informal comments by bureau representatives at a meeting held last Tuesday in Washington.

The conference included officials of the bureau and NAB, along with Harry S. Goodman, head of the radio production firm bearing his name, and his attorneys.

Controversy over weather reports developed from the use of transcribed jingles produced by the Goodman firm. The Weather Bureau, in a circular letter on the subject [BROADCASTING, Sept. 15], had stated: "Whoever shall knowingly issue or publish any counterfeit weather forecast or warning of weather conditions falsely representing such forecast or warning to have been issued or published by the Weather Bureau . . . shall be fined, etc."

The Goodman jingles carry an elaborate cue-index system, Mr. Goodman pointed out at the conference, but even if the needle were placed on the wrong track the act would not constitute a "knowing" counterfeit warning. Violations must consist of knowingly issuing false forecasts, or stating or implying that these forecasts are official Government reports, he said.

Admit No Authority

While conceding they had no authority to tell stations what sort of weather broadcasts they should make, Weather Bureau officials agreed to offer suggestions to Mr. Goodman to revise some tracks.

At the beginning of the conference statements were made by bureau officials criticizing commercial weather announcements on the ground that they were not official weather reports, and instances were cited of a few wrong tracks. Monitoring of stations was proposed, but after hearing an explanation of station rights, and being told that stations often give incomplete reports parelleling the front-page weather "ears" of newspapers, the Weather Bureau men conceded broadcasting is the friend of the bureau, even aiding in obtaining appropriations. They further acknowledged the service rendered by radio in emergencies.

Representing NAB at the conference was J. Allen Brown, assistant director of Broadcast Advertising. With Mr. Goodman were Paul O'Brien and Clair Stout, of the law firm of Dow, Lohnes & Albertson. Participants for the bureau included I. R. Tannehill, chief, Division of Synoptic Reports and Forecasts, Oscar Tannenbaum and James Fidler.

In an earlier letter to BROADCASTING, Mr. Goodman said:

"None of our sponsors nor the stations using our Weather Forecast Jingles have represented that our forecasts are official United States Government Bureau reports nor have they knowingly counterfeited or falsified in issuing the weather forecast . . .

"Before producing our Weather Forecast Jingles, we made a careful study covering a period of years. We checked official Government Weather Bureau reports as they were published in newspapers and found that we needed 66 different spots to cover the various weather conditions . . .

"We followed closely the terminology of the official Weather Bureau reports . . .

"Our Jingles received the first award for the best sponsored spot announcements produced in the United States. This award was given to us at the Third Annual Radio Conference of the City College of New York in the spring of 1947. The spots have been used in 303 cities and in many of the cities are being broadcast over several stations."

Menough Back

ROBERT M. MENOUGH, superintendent of the House Radio Correspondents Gallery, has returned to his post after two-weeks' service in the Officers Reserve Corps. Mr. Menough holds a majority in the corps. He served in the Army's Public Information Division, at the Pentagon, during his two-week detail.

STACK OF WORK accomplished by delegates from 77 nations to the International Telecommunications Conferences in Atlantic City during summer is illustrated here by the single-bound copies of French and English texts of conference proceedings. Nancy English, 5'7" member of secretariat of International Communications Union, is dwarfed by the pile of records.

U. S., Britain Sign Agreement on TV

U. S. AUTHORITIES were convinced last week that the British-Canadian "threat" to full U. S. use of its top three television channels had been removed.

Great Britain and the U. S. signed an agreement on Monday under which the British use of distance measuring equipment for aviation navigational aids (DME), now occupying the 200-mc region where U. S. television channels 11, 12 and 13 operate, will be moved upward to the 1,000-mc band.

This and agreements stemming from the summer's International Telecommunications Conferences at Atlantic City gave U. S. radio experts confidence that the top television channels are now safe from the possibility of interference, along the borders, from DME [BROADCASTING, April 7].

The U. S.-British agreement provides for standardization of DME for civil aviation in the 1000-mc band, as long urged by U. S. government and industry. Until Jan. 1, 1952, the U. S. will install and operate British-type DME "at designated international airfields in the territory of the USA to be agreed upon from time to time." But this equipment, it was pointed out, will operate in the 220-231 mc band beyond interference range.

Outside interference distance from the U. S., the British propose to use 200-235 mc for DME, but agree to "complete the transition from this band to the 1000-mc band by Jan. 1, 1954, as far as concerns designated international airfields."

Until Jan 1, 1954 or such time as the United Kingdom can produce 1000-mc equipment itself, whichever is earlier, the U. S. "shall provide 1000-mc DME free of charge" for use at agreed-upon international airfields of the United Kingdom. Similarly, the United Kingdom shall provide, "free of charge," the 200-mc equipment for international airfields in U. S. territories.

"With the object of ensuring world-wide standardization on 1000-mc DME at the earliest possible date," the agreement declared, "the contracting Governments shall limit the supply and installation of 200-mc DME to the essential minimum requirements of civil air navigation during the period up to Jan. 1, 1954."

The agreement was signed by Assistant Secretary of State Garrison Norton and Lord Inverchapel, British ambassador to the U. S.

Conditional FM Granted to Johnstown; 14 Construction Permits Also Issued

CONDITIONAL grant for a Class B FM station at Johnstown, Pa., was awarded last week by FCC to Century Broadcasting Corp., licensee of WCRO(AM) that city CPs also were authorized for two Class B outlets and CPs in lieu of previous conditions were issued for one Class A and 11 Class B stations.

Channel 264, 100.7 mc, was allocated to Johnstown by the Commission in proposing that assignment to Century. The grant is subject to further review and approval of engineering detail.

Applications of Elmer A. Benson for new FM stations at Duluth and Rochester, Minn., were dismissed by the Commission for failure to prosecute. Mr. Benson holds a conditional grant for St. Paul.

CP also was issued by the Commission to the Board of Education of Atlanta, Ga., for a new noncommercial educational FM station on Channel 211, 90.1 mc, with 400 w effective radiated power and antenna height of 300 ft.

FCC also approved assignment of Channel 271, 10.1 mc, to WSOY-FM Decatur, Ill., in lieu of previous assignment.

The following were authorized CPs; conditions (power given is effective radiated power, antenna height is above average terrain, AM affiliation, if any, in FM call or parentheses):

WFOF-FM Flint Broadcasting Co., Flint, Mich.—Class B, Channel 236, 95.1 mc, 13 kw, 230 ft.

WCTP Capitol Broadcasting Co. Inc., Greensboro, N. C.—Class B, Channel 254, 98.7 mc, 44 kw, 370 ft.

The following were authorized CPs in lieu of previous conditions:

KCRA-FM Central Valleys Broadcasting Co., Sacramento, Calif.—Class B, Channel 241, 96.1 mc, 38 kw, 360 ft.

KDON-FM Monterey Peninsula Broadcasting Co., Monterey Calif.—Class B, Channel 233, 94.5 mc, 3.2 kw, 2,550 ft.

KLIK-FM Balboa Radio Corp., San Diego, Calif.—Class B, Channel 223, 92.5 mc, 20 kw, 720 ft.

WCFM Potomac Broadcasting Cooperative, Washington, D. C.—Class B, Channel 258, 99.5 mc, 20 kw, 500 ft.

WHOO-FM Orlando Daily Newspapers Inc., Orlando, Fla.—Class B, Channel 243, 96.5 mc, 59 kw, 460 ft.

WFMF WJJD Inc. (WJJD), Chicago—Class B, Channel 262, 100.3 mc, 17 kw, 545 ft.

KYJC-FM Medford Printing Co., Medford, Ore.—Class A, Channel 224, 92.7 mc, 540 w, minus 340 ft.

WSPD-FM The Fort Industry Co., Toledo, Ohio—Class B, Channel 268, 101.5 mc, 20 kw, 470 ft.

WJKT WJAC Inc. (WJAC), Johnstown, Pa.—Class B, Channel 238, 95.5 mc, 2.4 kw, 1070 ft.

WMOH-FM The Fort Hamilton Broadcasting Co., Hamilton, Ohio—Class B, Channel 248, 97.5 mc, 7.8 kw, 270 ft.

WIST Surety Broadcasting Co., Charlotte, N. C.—Class B, Channel 294, 104.7 mc, 50 kw, 390 ft.

Chicago Dealers Attend FM Forum; Armstrong Criticizes FCC and RCA

BARRING FURTHER obstructions by the FCC and the networks, a bright future lies ahead for FM broadcasters, a panel of FM leaders, including Prof. Edwin H. Armstrong, told a group of over 400 retail radio dealers in Chicago Wednesday.

The forum, sponsored by the *Chicago Tribune* and its FM station WGNB, was preceded by a press conference in which Prof. Armstrong, father of FM, followed up his brief charging the FCC and RCA with retarding the growth of FM, by stating publicly that the commission should permit FM to broadcast on both the old and new bands.

Prof. Armstrong said that FM would be far ahead of its present status if the Commission had retained the old FM band. He said a further obstruction in the path of FM was due to manufacturers pushing AM and AM phonograph combinations which have "already become obsolete."

He described the present new band as inferior to the old both in point of area coverage and transmission and urged the commission to restore the 44-50 megacycles band. The father of FM also spoke in favor of FM converters, which he described as a good "interim thing" until FM becomes more widely accepted.

J. N. (Bill) Bailey, executive director of FMA, told the group that programming was still one of FM's greatest problems but that continuing sponsorship of FM programs by advertisers would result in constant improvement. (Earlier story on Mr. Bailey's speech on page 24.)

Among the FM panel speakers, Dr. W. R. G. Baker, vice president of General Electric and a pioneer in FM research, argued that FM should be used for primary coverage of individual communities with AM acting as a secondary service. He said if it were possible to duplicate network service on FM, FM's future would be assured.

Dr. Baker also called on radio manufacturers to produce AM-FM receivers comparable in price to most standard AM receivers.

The dealers' prime concern with FM was its immediate value as a selling item. Prof. Armstrong said the development of a coast-to-coast FM network was not "far off." The AT&T has already indicated it could provide circuits capable of accommodating high fidelity frequencies, he said. The chief question, Prof. Armstrong added, "is how soon the FM broadcasters can pay for such service."

Other speakers included Col. Robert R. McCormick, *Chicago Tribune* publisher; Miss Marion Claire, director of WGNB; William J. Halligan, president of Hallicrafters Co.; Leonard W. Stratton, Wieboldt's Stores Inc., and George Arnold Jr., co-manager of Lee Broadcasting Co., Quincy, Ill.

Armstrong to Ask For 44-50 mc Band

Considers Channels Now in Use Inadequate for Future

PROF. EDWIN H. ARMSTRONG, father of FM, will call on the FCC to restore the old 44-50 mc band in addition to the present 88-108 mc band when he testifies at the hearing set by the Commission for Nov. 17. [BROADCASTING, Oct. 13].

He told BROADCASTING last week that he regards the present band as satisfactory for community service but "incapable of providing adequate service for distance coverage and for the flood of potential FM broadcasters."

Dr. Armstrong termed the present band as already overcrowded and said the Commission's action in setting aside the old band for fixed and mobile services (state and local police and industrial use) was "impractical."

He was joined in this argument by Comdr. Eugene F. McDonald, president of Zenith Radio Corp., following a demonstration of Zenith's "phone vision."

The FM inventor also scored the Commission for setting the date of the hearing to time with the renewal of the Congressional investigation of Howard Hughes' aircraft expenditures. "It's obvious that the Commission wants as little publicity on this hearing as possible," he said.

Commander McDonald said private investigations of both the old and present FM bands supported Dr. Armstrong's contentions.

They Say...

"CHARLES R. DENNY's resignation from the FCC affords another melancholy illustration of the inadequacy of Government salary scales . . . Considering the current inflation of living costs, in the face of which even a top administrator's pay permits scant luxury, one can scarcely criticize him for seeking a more comfortable future. We think it is regrettable that he is to join one of the corporations which until now it has been his business to regulate . . . . The Government's relationship to radio, touching as it does upon the freedom of expression, is a delicate one. In choosing a successor to Mr. Denny, the President must seek again an individual sensitive to all the implications of regulation in the communications field, yet determined to make radio realize its tremendous potentialities for public service."

From an editorial in the Washington (D. C.) Post

* * *

". . . the AM networks are caught between their desire to get in on FM's expanding ground floor and a dollars-and-cents realization that the more popular FM becomes the sooner they must write off millions of dollars worth of standard equipment and invest many more millions in new paraphernalia. But few radio executives today privately deny the bigness of FM or its inevitability. It may be two or three years before you can get Bing Crosby or the Metropolitan Opera on a national FM network, but when that day comes be ready for a new era of listening pleasure."

From Kiplinger Magazine, October 1947 issue.

* * *

"IF A RADIO station desires to ballyhoo a certain person or party, it might well have the same freedom as that given the press. Here in free America, the public knows how to make up its mind and what to do with propaganda. No one need fear that its mind may be poisoned by one-sided radio any more than one-sided press. There should be no fear of opinionated radio."

From an editorial in the Meriden (Conn.) Daily Journal.

6 FM Stations in Proposed New York Network Get CGs

CONDITIONAL GRANTS for six new FM stations to operate as a network serving rural New York areas were issued by FCC last week to Rural Radio Network Inc., owned by a non-profit group composed of nine farm organizations [BROADCASTING, July 21].

The group plans for each of the six stations to have a share in originating broadcasts, but all stations would carry the same programs, including music. The stations would be connected by direct relay, with one broadcasting and the others receiving and re-transmitting at the same time.

FCC said programs "will be designed for local rural and agricultural listeners, featuring weather and market reports, religion and music, agricultural talks and discussions, quiz and children's programs."

The grants were issued over Comr. Robert F. Jones' vote for a hearing. The stations would operate with 1 kw each, with locations and channel assignments as follows: Newfield, N. Y. (Channel 236, 95.1 mc); De Ruyter (No. 286, 105.1 mc); Cherry Valley (No. 270, 101.9 mc); Highmarket (No. 299, 107.7 mc); South Bristol (No. 270, 101.9 mc), and Wethersfield (No. 299, 107.7 mc).

Rural Radio Network has been cited by National Tax Equality Assn., of Chicago, as nucleus of what NTEA claims will be a $2,000,000 nation-wide network sponsored by cooperative organizations, but legal counsel for the grantee firm have disclaimed knowledge of such plans [BROADCASTING, Oct. 13].

The farm organizations owning RRN are N. Y. State Grange, N. Y. State Farm Bureau Federation, Cooperative Grange League Federation Exchange, Dairymen's League Cooperative Assn., N. Y. State Federation of Home Bureaus, N. Y. State Poultry Council, N. Y. State Vegetable Growers Assn., N. Y. State Horticultural Society, and N. Y. State Artificial Breeders Cooperative.

AM Grant Proposed For Murray Bcstg.

FCC Would Deny Paris Applicant For Same Frequency

FCC has announced a proposed decision to grant the application of Murray Broadcasting Co. for new standard station at Murray, Ky., on 1340 kc with 250 w fulltime. The Commission would deny the application of Paris Broadcasting Co. for the same facilities at Paris, Tenn. FCC indicated it preferred Murray over Paris since the latter already has local service while the former does not.

FCC in separate order also proposed to deny the application of Enterprise Publishing Co. for new station at Douglas, Ga., on 1419 kc with 250 w and unlimited hours. Commission cited objectionable interference to WMJM Cordele and WKMA Quitman, Ga., as reason. Enterprise Publishing, which prints weekly *Douglas Enterprise*, is partnership composed of Thomas H. and W. R. Frier.

The ownership of the applicants:

Murray Broadcasting Co.—Principals: George E. Overbey, president, 7.5%; William G. Swann, vice president, 17.5%; Marvin O. Wrather, secretary-treasurer, 5%; H. T. Waldrop, director, 15%, and Mrs. Delano Waldrop, 15%. Six others share remaining interest. All are local business and professional people.

Paris Broadcasting Co.—Principals: Dr. Elroy Scruggs, president, 10%; Frank R. Blake, Paris mayor and city manager, vice president, 6.67%; Walter G. Luckey, secretary-treasurer, 0.67%; Gatlin Beale and Lorenzo M. Smith, each 25%. Nineteen others share remaining interest. All are local business and professional people.

WGST Shows Profit

WGST Atlanta, owned by Georgia Tech, had total income of $509,717 in the last fiscal year, spending $291,670 for operations, setting up reserve of $9,149 for obligations and turning over $147,682 to the university. The Board of Regents, operating WGST, reserved $266,779 for plant improvements and had a surplus of $80,396. A $12,000 bonus was divided among employes, according to B. E. Thrasher Jr., State Auditor. Chief sources of income were CBS $150,841, national spot $135,608 and local business $217,490.

At Deadline ...

NARBA to Speed Clear-Channel Ruling

FCC MUST ISSUE decision on long-pending clear-channel case by early 1948 to meet deadline for final U. S. proposal for revisions of North American Regional Broadcasting Agreement (NARBA). This was indicated Friday by Comr. E. K. Jett at three-hour Government-industry conference to consider U. S. position on all signatory nations' recommendations for NARBA changes [BROADCASTING, Oct. 6, 13].

Lacking clear-channel decision, U. S. cannot now offer channel recommendations or counter-proposals to many suggested changes, some far-reaching, proposed by other signatories. But Comr. Jett said decision in case, which resumes today (Monday) for final sessions, should be announced early next year at latest, so new policy on channels and power can be applied in formulating final proposals. These must be submitted May 1. NARBA Treaty conference convenes Aug. 2 in Canada.

Meanwhile, Government-industry conference was followed by meeting of tentatively designated delegates to NARBA technical preliminary conference convening Nov. 1 in Havana. This sub-group will draft document detailing position U. S. delegates will take at Havana, respecting other nation's proposals. Another general conference scheduled Saturday (Oct. 25) to to revise document.

It was emphasized that Havana meeting is technical, should consider no policy questions, and that its report is not binding.

George E. Sterling, FCC Chief Engineer, will head U. S. delegation to Havana and Donald R. MacQuivey of State Dept.'s Telecommunications Division will be vice chairman. Other proposed delegates, all from FCC:

James Barr, AM Division chief, Engineering Dept.; Neal McNaughton, closely identified with NARBA work in connection with Engineering Dept.; E. F. Vandivere Jr., Technical Information Division; Ralph Renton, U. S. member, North American Regional Broadcasting Engineering Committee, and Joseph Kittner, Law Dept. Nominations subject to formal approval by State Dept.

Industry officials indicated they would send delegates as follows (State Dept. asked each group to send only one):

For NBC, Raymond F. Guy, radio facilities engineer, or William S. Duttera, allocations engineer; CBS, probably James Parker, allocations engineer, with Engineering Director William B. Lodge and Chief Radio Engineer Jay W. Wright sitting in part time; ABC, Engineering Director Frank Marx or Engineer John G. Preston; Mutual, no decision; NAB, Engineering Director Royal V. Howard; Clear Channel Broadcasting Service, choice of representative will depend on whether clear-channel hearing is completed; Regional Broadcasters Committee, no decision. This same group will help FCC engineers prepare document for Havana, with Andrew D. Ring, consulting engineer, and WJR Detroit Chief Engineer G. F. Leydorf representing CCBS, and E. M. Johnson, chief plans and allocations engineer, representing MBS.

Industry spokesmen in particular voiced concern over NARBA outcome with respect to U. S. rights and urged strong offense as best defense against encroachments by other nations.

Comr. Jett said other NARBA signatories' proposals were as far-reaching as any he ever encountered. Obviously referring to Mexico's, he said any wholesale reallocation of broadcast band would be "economically impossible."

Louis G. Caldwell, CCBS counsel, cautioned against "under-estimating" other nations' recommendations, declaring U. S. underestimated Cuba's seriousness in 1946 interim conference.

With time short for preparation of U. S. document for Havana, Comr. Jett offered to ask FCC to postpone clear-channel hearings so Mr. Caldwell and CCBS Engineering Director John H. DeWitt Jr. could help in drafting. Mr. Caldwell declined on grounds it would be unwise to make further delay in 2½-year-old hearing, and that clear-channel group wants to get its plans for channel and power uses into record before Havana meeting. John S. Cross, assistant chief of State Dept. Telecommunications Division, who presided, said postponement of Havana conference is unlikely.

FM and TV were injected as possible NARBA subjects by Comr. Jett who suggested study be given possibility of including them in final U. S. proposals.

FCC GRANTS 12 AM OUTLETS; GIVES 2 POWER INCREASE

FOUR FULLTIME, eight daytime standard stations granted by FCC Friday. KMPC Los Angeles, holder of construction permit for 50 kw fulltime, directional night, on present frequency 710 kc granted modification of license to boost daytime power from 10 kw to 50 kw. WOAY Oak Hill, W. Va., granted CP increase 250 w to 1 kw on 860 kc daytime.

Andrew G. Haley, Washington radio attorney and owner FM station KAGH Pasadena, Calif., among new AM grantees, receiving 1 kw daytime on 1300 kc at Pasadena. Joseph P. Ernest, licensee KWOR Worland, Wyo., received 1450 kc with 250 w fulltime at Riverton, Wyo. Tom Potter, southwest oil man and Dallas television applicant, awarded 500 w daytime on 1260 kc at Seminole, Okla.

New station authorizations:

Greenville, Ala., 1400 kc 250 w unlimited, E. Vernon Stabler, Calvin Poole and Samuel W. Ferrell Jr. d/b as Greenville Bcstg. Co.; Jasper, Tex., 1240 kc 250 w unlimited, A. B. Rhodes et al d/b as Jasper Bcstg. Co.; Riverton, Wyo., 1450 kc 250 w unlimited, Joseph P. Ernst; Clearfield, Pa., 900 kc 500 w daytime, Progressive Pub. Co.; Albertville, Ala., 630 kc 500 w daytime, Pat Murphy Courington; Seminole, Okla., 1260 kc 500 w daytime, Tom Potter tr/as Seminole Bcstg. Co.; Graham, Tex., 1330 kc 500 w daytime, George W. Smith Jr. et al d/b as Graham Bcstg. Co.; Taft, Calif., 1310 kc 500 w daytime, Kenneth Aitken and George J. Tschumy d/b as Taft Bcstg. Co.; Rochester, N. H., 930 kc 1 kw daytime, Strafford Bcstg. Corp.; Fargo, N. D., 900 kc 1 kw daytime, Northwest Bcstg. Co.; Pasadena, Calif., 1300 kc 1 kw daytime, Andrew G. Haley tr/as Rose Bowl Bcstrs.; Lincoln, Neb., 1480 kc 1 kw unlimited, directional, conditions, Lincoln Bcstg. Corp.

Closed Circuit

(*Continued from page 4*)

mental services are of limited value and that acute problems of station overhead may lead to resignations if membership dues are increased to defray expanded activities.

ABC PLAN for airing Bing Crosby show directly from tape, eliminating middle re-recording operation, stymied by scarcity of special tape used. Under present system master record is cut from tape and pressings made from it. Tape supply is insufficient for mass distribution needed.

MIDDLESBORO, KY., CP ORDERED REVOKED BY FCC

REVOCATION of CP of WWPN Middlesboro, Ky., ordered by FCC Friday because of alleged misrepresentations. Cumberland Gap Broadcasting Co., losing applicant for 250 w fulltime on 1490 kc, had requested FCC show cause order to Pinnacle Broadcasting Co., WWPN owner [BROADCASTING, July 21].

FCC's order cited affidavits filed after final decision last January which admitted that Pinnacle partners, E. P. Nicholson and John Wallbrecht, in application and in hearing misrepresented facts. Revocation order provides that if Pinnacle files for hearing by Nov. 11 same will be held with application of Cumberland Gap reinstated. Otherwise revocation effective 12 p.m. EST Nov. 13.

TELEVISION, FM SET PRODUCTION RISES SHARPLY

OUTPUT of television and AM-FM sets soared in September, according to Radio Manufacturers Assn. TV models rose from 12,283 in August to 32,719 in September, three-fourths being table models, but 16,991 of the total were unreported sets from previous months. Nine-month TV total is 101,388 units.

September AM-FM output consisted of 90,546 units, of which 21,186 were table models, 68,457 phonograph combination consoles. Nine-month AM-FM total is 678,772 units.

Total set production in September was 1,339,980 units, with nine-month total of 12,371,915 units. Auto sets totaled 287,970 units in September, with 154,638 portables produced.

ROBERT HUSSEY, media director of Dancer-Fitzgerald-Sample, Chicago, appointed manager of media department of Foote, Cone & Belding He reports directly to H. R. Van Gunten, v-p in charge of media.

FCC Cites WARL Under Lottery Clause

IN FIRST action of its kind, but reportedly due to be followed by others, FCC Friday ordered WARL Arlington, Va. to show cause why quiz show it carries is not in violation of lottery provisions of Communications Act.

Hearing was set for Nov. 21. FCC officials said it was first such proceeding (action involving *Pot O' Gold* several years ago was handled by referring to Justice Dept., which reported case not prosecutable). Revocation of license could follow if violation of Act is found, but this not mandatory.

In WARL order, FCC described program but did not specifically name it, though description obviously referred to *Dollars for Answers*. Commission's action followed Federal Trade Commission's refusal to take jurisdiction on charges of unfair competition filed by WWDC Washington against WARL and program sponsor, Zlotnick the Furrier [BROADCASTING, Oct. 13].

FCC described show as follows:

A question is asked over WARL and the answer to the question is also broadcast immediately thereafter. After the answer is broadcast, a name is selected by chance from the telephone directory and the person thus selected is called on the telephone and asked the same question which has been broadcast and answered. If the person called can answer the question, he receives a cash prize. If he cannot answer the question, he receives no prize. A substantial number of the questions asked call for such detailed and little-known information that it is virtually impossible in most instances for even extremely well-read people possessing an exceptionally wide range of information to know the exact answer unless they were listening to the questions and answers on WARL.

WARL, daytimer on 780 kc with 1 kw, is owned by Frank U. Fletcher, Washington radio attorney, and R. Kilbourne Castell, president and general manager.

In one day . . .

40,000 FARMERS PAID US A VISIT

WLW wasn't around at the opening of Ohio's first frontier. It was before our time. But 50,000 persons will testify that we were on hand at the opening of the second frontier, held October 2 in Licking County, Ohio.

The event was a Soil Conservation Field Day, officially designated "The Opening of the Second Frontier", and co-sponsored by The Nation's Station as a service to our large rural audience. Nearly 50,000 persons attended the event and, as near as we could determine, at least 40,000 accepted our invitation to visit the WLW tent to witness a television demonstration, see the broadcast of "Everybody's Farm Hour", meet the members of the WLW Farm Program Department, and view the photo displays of WLW-NBC stars.

During the day, two badly-eroded, run-down farms were given a complete face lifting in accordance with U.S. Soil Conservation Service recommendations. More than a hundred pieces of farm and construction equipment and 600 men completed in one day the work a farmer would require four years to accomplish, including fertilizing, strip cropping, pasture renovation, drainage, tree planting, wildlife planting and the construction of fences, diversion ditches, ponds, etc.

Thus, in one spectacular demonstration, WLW helped to impress upon the people in attendance and listeners at home, the sound value and urgent need of soil conservation . . . one of the prime objectives of WLW's well-rounded farm programming service.

1922 WLW 1947

25 Years

CROSLEY BROADCASTING CORPORATION